



Year 10 Business Curriculum Map

| Half Term | Autumn 1 | Autumn 2 | Spring 1 | Spring 2 | Summer 1 | Summer 2 |
|---|---|--|---|--|--|---|
| Big Themes | Learning Outcome 1: Understand how to target a market | Learning Outcome 1: Understand how to target a market | Learning Outcome 3: Understand product development | Learning Outcome 2: Understand what makes a product or service financially viable | Learning Outcome 4: Understand how to attract and retain customers | Learning Outcome 5: Understand factors for consideration when starting up a business |
| Knowledge and skills covered | 1.1 The need for customer segmentation, 1.2 Types of market segmentation, i.e. 1.3 The benefits of market segmentation CW: Task 1: Identify the customer profile for a business challenge product | 1.4 The purpose of market research 1.5 Primary (field) market research methods (physical or digital) and their benefits 1.6 Secondary (desk) market research sources and their benefits, CW: Task 2: Complete market research to aid decisions | 3.1 The product lifecycle, 3.2 Extension strategies for products in the product lifecycle and the appropriateness of each 3.3 How to create product differentiation 3.4 The impact of external factors on product development, CW: Task 3: Produce a design for a business challenge | CW: Task 4: Develop a proposal for a business challenge 2.1 Cost of producing the product or service, 2.2 Revenue generated by sales of the product or service 2.3 Use of break-even as an aid to decision making 2.4 Profit level, | CW: Task 5: Be able to review whether a business proposal is viable 4.1 Factors to consider when pricing a product to attract and retain customers 4.2 Types of pricing strategies and the appropriateness of each, 4.3 Types of advertising methods used to attract and retain customers and the appropriateness of each, 4.4 Sales promotion techniques used to attract and retain customers and the appropriateness of each, | 4.5 How customer service is used to attract and retain customers 5.1 Appropriate forms of ownership for business start-ups, 5.2 Source(s) of capital for business start-ups 5.3 The importance of a business plan Y10 Mock Exams |
| Knowledge organisers and more detailed topic resources can be found on all student Google Classrooms | | | | | | |