

Year 10 Business Component 1

Learning Programme 2

The LORIC skill focus for his LP is: ORGANISATION The Moral Virtues focus for this LP are: COMPASSION and HONESTY Compassion - the quality of feeling pity and concern for the sufferings or misfortunes of others. Honesty - the quality of being truthful.	Literacy: <ul style="list-style-type: none"> • Capital letters must be used at the start of sentences and for the first letter of proper nouns • Full stops must be used at the end of a sentence • Question marks must be used at the end of a question • Apostrophes should only be used for possession or omission • Days of the week and months must be spelled correctly • Key words must be spelled correctly
What will I be learning about in this Learning Programme? how a business uses Market Research to inform business decisions.	
Where have I seen this learning before? This will be the first time learning this topic.	
What could I use it for? I will use this to complete Task 2 of the timed assessment towards my GCSE.	

In LP2.1, I will know:	21/10/24 - (WK 2)	Key Vocabulary	Homework
what market research is and why a business will use it; The different types of research.		Market Research	SENCA- Customer Needs.

In LP2.2, I will know:	04/11/24 - (WK 1)	Key Vocabulary	Homework
to create a primary research document; how to complete primary research.		Questionnaire.	SENCA- Market research.

LP2 RLW, I will:	11/11/24 - (WK 2)		
review my learning, recalling and applying key knowledge, and focus on closing any gaps in my knowledge.		Analyse	Revise for assessment.

In LP2.3, I will know:	18/11/24 - (WK 1)	Key Vocabulary	Homework
to analyse primary research; how to create an action plan based on the primary research.		Action Plan	SENECA- Primary V Secondary research.
Extended Task.			



In LP2.4, I will know:	25/11/24 - (WK 2)	Key Vocabulary	Homework
how to use secondary research; how to analyse secondary research.		Secondary	SENECA- Market research

In LP2.5, I will know:	02/12/24 - (WK 1)	Key Vocabulary	Homework
what customer satisfaction & competitor behaviour is; Commence with timed assessment.		Competitor	SENECA- Marketing Mix.

In LP2.6, I will know:	09/12/24 - (WK 2)	Key Vocabulary	Homework
Commence with timed assessment.		Method	Complete timed assessment
Extended Task.			



In LP2.7, I will know:	16/12/24 - (WK 1)	Key Vocabulary	Homework
Complete with timed assessment.		Evaluate	Complete timed assessment.

Resources to support learning:
https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.html

FFET Award Challenge for this Learning Programme:
Create a fact sheet on 2 entrepreneurs of your choice.