The Ellesmere Port C of E College

Part of the Frank Field Education Trust

Year 10 Tech Award in Enterprise 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.

What will I be learning about in this Learning Programme?
how a business uses Market Research to inform business decisions and how those decisions impact the success of the business.

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.

Literacy:
- 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

In LP2.1, I will know:	19/10/25 - (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:	02/11/25 - (WK 1)	Key Vocabulary	Homework
to create a primary research document; how to complete primary research.		Questionnaire.	SENCA- Market research.

LP2 RLW, I will:	09/11/25 - (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:	16/11/25 - (WK 1)	Key Vocabulary	Homework
to analyse primary research; how to create an action plan based on the primary research. Extended Task.		Action Plan	SENECA- Primary V Secondary research.

In LP2.4, I will know:	23/11/25 - (WK 2)	Key Vocabulary	Homework
how to use secondary research; how to analyse secondary research; what customer satisfaction & competitor behaviour is.		Secondary	SENECA- Market research

PRT Task 1

In LP2.5, I will know:	30/11/25 - (WK 1)	Key Vocabulary	Homework
how to commence with timed assessment.		Competitor	SENECA- Marketing Mix.

In LP2.6, I will know:	07/12/25 - (WK 2)	Key Vocabulary	Homework
how to continue with timed assessment. Extended Task.		Method	Complete timed assessment

In LP2.7, I will know:	14/12/25 - (WK 1)	Key Vocabulary	Homework
how to complete timed assessment.		Evaluate	Complete timed assessment.

PRT Task 2

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.