

## Year 10 GCSE Business (9-1)

### Learning Intentions Autumn Term 2

2024- 2025

	LESSON 1	LESSON 2	LESSON 3
WEEK 9 wc 4 <sup>th</sup> November	<ul style="list-style-type: none"> <li>✓ To understand the different Primary methods of market research that business use to find out what customers want</li> <li>✓ To analyse the use of primary market research for a given business example</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the different Secondary methods of market research that business use to find out what customers want</li> <li>✓ To analyse the use of Secondary market research for a given business example</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the concept of market segmentation</li> <li>✓ To discuss the benefits and drawbacks to businesses of segmenting the market for a given business situation</li> </ul>
WEEK 10 wc 11 <sup>th</sup> November	<ul style="list-style-type: none"> <li>✓ To understand the concept of market mapping and its practical use in business.</li> <li>✓ To undertake a market map for a given industry and discuss its use for a particular business situation.</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the features of a competitive market</li> <li>✓ To understand the benefits &amp; drawbacks of a competitive market</li> <li>✓ To discuss the impact of competition on a given business situation</li> </ul>	
WEEK 11 wc 18 <sup>th</sup> November	<ul style="list-style-type: none"> <li>✓ To recap and review the learning on topic 1.2 Spotting a business opportunity.</li> <li>✓ To apply knowledge gained to a given business situation undertaking an assessment of learning</li> </ul>	<ul style="list-style-type: none"> <li>✓ To recap and review the learning on topic 1.2 Spotting a business opportunity.</li> <li>✓ To apply knowledge gained to a given business situation undertaking an assessment of learning</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand what business aims and objectives commonly are.</li> <li>✓ To differentiate aims and objectives for business start-up's</li> <li>✓ To understand why aims and objectives differ between businesses.</li> </ul>
WEEK 12 wc 25 <sup>th</sup> November	<ul style="list-style-type: none"> <li>✓ To understand the concepts and calculation of revenue</li> <li>✓ To understand methods businesses could use to improve revenue.</li> <li>✓ To interpret data, conduct calculations and recommend how a business could improve revenue.</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the two types of business costs.</li> <li>✓ To be able to categorise different costs in a given business situation</li> <li>✓ To know the calculation for Total variable costs and total costs</li> <li>✓ To understand the methods businesses could use to reduce costs.</li> </ul>	
WEEK 13 wc 2 <sup>nd</sup> December	<ul style="list-style-type: none"> <li>✓ To understand the concepts and calculation of profit</li> <li>✓ To understand methods businesses can use to improve profit</li> <li>✓ To interpret data, conduct calculations and recommend how a business could</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the basic concept of break-even.</li> <li>✓ To understand the purpose of break-even and why it is important to businesses.</li> <li>✓ To understand the calculation of breakeven using the formula method</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the calculation of breakeven using the graphical method</li> <li>✓ To interpret data and conduct calculations relating to breakeven within given business situations.</li> </ul>

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	improve revenue, costs and Profit for a given business situation.	✓ To interpret data and conduct calculations relating to breakeven within given business situations.	
WEEK 14 wc 9 <sup>th</sup> December	<ul style="list-style-type: none"> <li>✓ To understand the calculation of breakeven using the graphical method</li> <li>✓ To interpret data and conduct calculations relating to breakeven within given business situations.</li> </ul>	<ul style="list-style-type: none"> <li>✓ To understand the concept and calculation of the margin of safety</li> <li>✓ To understand the strengths and limitations of breakeven analysis in relation to both the graphical and formula methods</li> </ul>	
WEEK 15 wc 16 <sup>th</sup> December	<ul style="list-style-type: none"> <li>✓ To understand the factors affecting breakeven</li> <li>✓ To be able to discuss the effect on breakeven of changing variables.</li> </ul>	<ul style="list-style-type: none"> <li>✓ To recap and review the learning on topic 1.3 making the start-up effective.</li> <li>✓ To apply knowledge gained to a given business situation undertaking an assessment of learning</li> </ul>	<ul style="list-style-type: none"> <li>✓ To recap and review the learning on topic 1.3 making the start-up effective.</li> <li>✓ To apply knowledge gained to a given business situation undertaking an assessment of learning</li> </ul>