



HALF TERM 3.2 Jun – Jul	Component 1 Learning Aim B	Component 1 Learning Aim B	Component 1 Learning Aim B
<b>TOPIC (S)</b>	<b>B2 Using market research to understand customers</b>	<b>B3 Understanding competitors</b>	Assignment
<b>Knowledge &amp; Skills development</b>	Be able to explain the different types of market research business use	Assess how enterprises adapt and understand competitor behaviour	Application of knowledge to a given scenario
<b>Assessment / Feedback Opportunities</b>	Classroom activity - Class Discussion - Questioning pupils – verbal feedback – CW assessment		CW assessment
<b>Cultural Capital</b>	<ul style="list-style-type: none"> <li>• Understanding of entrepreneurs</li> <li>• Characteristics to be successful in business</li> <li>• How to develop own business</li> </ul>		
<b>SMSC / Promoting British Values</b> (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none"> <li>• Listening to others</li> <li>• Responding suitable in discussions</li> <li>• Taking part in group activities</li> </ul>		
<b>Reading opportunities</b>	Self-Made: Definitive guide to business startup success The new business road test Brand Brilliance 100 things successful people do Any autobiography from successful entrepreneur ( Steve Jobs, Arianna Huffington, Richard Branson, Warren Buffett, Bill Gates, Duncan Bannatyne)		
<b>Key Vocabulary</b>	Rapid response – After-sales care - Demographic - Qualitative – Quantitative – Primary research – Secondary research – Competitors – USP		
<b>Digital Literacy</b>	Use of technology Digital research methods Use of range of software		
<b>Careers</b>	Business adviser – Business analyst – Business development manager – Entrepreneur		