

Business Studies

Term AUTUMN Y10	Module	Homework Activities
<p>The Business Framework</p> <p>1st half term</p>	<p>Why be your own boss?</p> <p>Functions of an entrepreneur</p> <p>Stakeholders and stakeholder theory.</p> <p>Business Structure: Sole traders Partnerships LTD's PLC's Cooperatives Social Enterprises</p> <p>Franchising</p> <p>Aims and objectives of business</p>	<p>Homework will be set once a week for a brief exercise or once a fortnight with either 2 sub tasks or one large task.</p> <p>End of Unit Exam</p>
<p>Business and their Customers (Marketing)</p> <p>2nd half term</p>	<p>Market Research</p> <p>Market Segmentation</p> <p>Product Life Cycle and Extension Strategies</p> <p>The Marketing Mix / 4P's</p> <p>Product: Range, including brand extension Product design and innovation Branding Packaging</p> <p>Price Cost, competitor and consumer based pricing strategies</p> <p>Promotion:</p>	

	<p>Above the line promotion Below the line promotion</p> <p>Place</p> <p>Channels of distribution Location of retail E commerce and it's effects.</p> <p>Constraints on marketing Regulation Pressure Groups Consumer resistance.</p>	<p>Homework will be set once a week for a brief exercise or once a fortnight with either 2 sub tasks or one large task.</p> <p>End of Unit Exam</p>
<p>Term SPRING Y10</p> <p>Producing Goods and Services</p>	<p>Possible completion of previous module</p> <p>Types of goods and services</p> <p>The private and public sectors</p> <p>Production Methods:</p> <p>Job Batch Flow</p> <p>Efficiency and Waste Management</p> <p>Stock Control</p> <p>Quality</p> <p>Business and departmental interdependence</p> <p>Break Even</p> <p>Growth of Business</p> <p>Location of production or retail</p> <p>Locally Nationally Internationally</p>	

	<p>International Trade</p> <p>Multi Nationals</p> <p>Effects of Membership of the EU</p> <p>Effects of the single currency from the point of view of:</p> <p>Business</p> <p>Consumers</p> <p>Governments</p>	
<p>Term SUMMER Y10</p> <p>After ½ term</p>	<p>As above module 3 likely to run into summer term.</p> <p>Research for controlled assessment</p>	<p>Pupils may need to do some of their research by visiting businesses</p>