Teaching and Learning Content: Business
Year Group: 10
Spring Term – Half Term 4

Component 1 Learning Outcome C Understand customer needs and competitor behaviour through market research *Students are studying Learning Outcome C before completing their final coursework assessment.* *Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises* C1: PEST (Political, Economic, Social, Technological) analysis C2 SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis	

Home Learning:
Students are expected to complete one piece of Enterprise home learning every week to help them to prepare for their coursework.

Key Questions: (A list of key questions) • What recommendations for actions can enterprises take based on research and analysis Political, Consumer confidence in the economy, Social factors and Technological factors? • What recommendations can be made according to the potential positive and negative impact on costs and revenues? • What is the impact of the strengths, weaknesses, opportunities and threats based on research, analysis and understanding of enterprises? • How important is the ability to react to the strengths, weaknesses, opportunities and threats according to the potential positive and negative impact on costs and revenues?	**Diagnosis** **& Smith Proforma** • Completion of the Assessment criteria as on-going work.
	Therapy • Sharing model responses • Peer to peer support • Intervention in class and after school
Students will: (Success Criteria) • C.2P4 Explain ways in which internal factors are important for business success. • C.2P5 Explain ways in which external factors are important for business success. • C.2M3 Analyse how the internal and external factors determine the success of a selected enterprise. • C.2D3 Evaluate the most significant internal and external factors currently affecting a selected enterprise.	**Testing** • Students assessed on the successful completion of the criteria via practice coursework before completing their final assignment.