

## Year 10 Business Learning Programme 4

Reading texts that pupils will study during the learning programme

Logic for LP4 is Initiative

The value we are learning about is **Justice and Integrity**:

Justice- Fair behaviour or treatment

Integrity- Being honest and having strong moral principles

**What will I be learning about in this Learning Programme?**

You will learn the importance of customer service to retail organisations and the importance of meeting the expectations of different types of customers in physical stores and online.

**Where have I seen this learning before?**

Students will draw upon the fundamentals of business knowledge learnt in LP1 and customer service knowledge from LP2 and LP3

**What could I use it for?**

Students will use this knowledge when they complete their Unit 2 controlled assessment

Retail business text book, case studies, controlled assessment scenarios

In LP4.1, I will know:	11/03/24 - (WK 1)	PR Focus	Key Vocabulary	Homework
I will understand and apply the importance of customer service to a retail business; I will know what my controlled assessment tasks are and how to complete them.			Expectations	Research for coursework
In LP4.2, I will know:	18/03/24 - (WK 2)	PR Focus	Key Vocabulary	Homework
I will understand and apply features and principles of good customer service; I will know what my controlled assessment tasks are and how to complete them.			Rapport, feedback, patience, empathy, courtesy	Research for coursework
In LP4.3, I will know:	08/04/24 - (WK 1)	PR Focus	Key Vocabulary	Homework
I will understand and apply situations when retail businesses interact with customers; I will know what my controlled assessment tasks are and how to complete them.			Queries, insurance, after-sales	Research for coursework
Extended Task				
In LP4.4, I will know:	15/04/24 - (WK 2)	PR Focus	Key Vocabulary	Homework
I will understand and apply examples of online customer service; I will know what my controlled assessment tasks are and how to complete them.			e-commerce, m-commerce	Research for coursework
In LP4.5, I will know:	22/04/24 - (WK 1)	PR Focus	Key Vocabulary	Homework
I will understand and explain the types of retail customers; I will know what my controlled assessment tasks are and how to complete them.			Existing, new, individuals, groups	Research for coursework
In LP4.6, I will know:	29/04/24 - (WK 2)	PR Focus	Key Vocabulary	Homework
I will understand and explain the expectations of different types of retail customers; I will know what my controlled assessment tasks are and how to complete them.			Communication, advice, secure payment, after-sales	Research for coursework
Extended Task				
In LP4.7, I will know:	06/05/24 - (WK 1)	PR Focus	Key Vocabulary	Homework
I will understand and explain how retail businesses meet the expectations of different types of customers; I will know what my controlled assessment tasks are and how to complete them.			Expectations, surpassing, relationships, seamless experience	Research for coursework
In LP4.8, I will know:	13/05/24 - (WK 2)	PR Focus	Key Vocabulary	Homework
I will understand and explain how retail businesses meet the expectations of different types of customers; I will know what my controlled assessment tasks are and how to complete them.			Click and collect, multichannel, financial security	Research for coursework
Resources to support learning:				
Retail business text book, Teams Page				
FFET Award Challenge for this Learning Programme:				
Attend an extra-curricular club, represent the academy at an event, attend an enrichment day, receive a subject praise postcard, attend a day trip, attend a head of year breakfast or afternoon tea, achieve 100 positive points on class charts, receive a letter of commendation from SLT, be invited to a wonderful Wednesday, receive a principals letter or be invited to a principals lunch, attend a residential trip, achieve the Duke of Edinburgh bronze award.				

PRT Task 1

PRT Task 2