

Year 10 Business MH

Learning Programme 2

The LORIC skill focus for this LP is: ORGANISATION.

The Moral Values foci for this LP are: COMPASSION and HONESTY.

Compassion - sympathy and concern for the suffering or misfortunes of others

Honesty - being truthful and refraining from cheating or lying

What will I be learning about in this Learning Programme?

You will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.

Where have I seen this learning before?

You will use prior knowledge of key business terminology from LP1 and any experience you have had with visiting retail businesses.

What could I use it for?

You will use this knowledge when you complete your exam and/or if you go on to study business at college.

Literacy Non-Negotiables:

- Capital letters must be used at the start of sentences and for the first letter of proper nouns
- Full stops must be used at the end of a sentence
- Question marks must be used at the end of a question
- Apostrophes should only be used for possession or omission
- Days of the week and months must be spelled correctly
- Key words must be spelled correctly
- Vocabulary to be taught using the Frayer model

In LP2.1, I will know:	19/10/26 - (WK 2)	Frayer Model Words	Homework
how to understand the term business location how to analyse different factors that affect business location		Location	Seneca tasks
In LP2.2, I will know:	02/11/26 - (WK 1)	Frayer Model Words	Homework
LP2 RLW, I will:	09/11/26 - (WK 2)	Frayer Model Words	Homework
review my learning, recalling and applying key knowledge, and focus on closing any gaps in my knowledge.			
In LP2.3, I will know:	16/11/26 - (WK 1)	Frayer Model Words	Homework
how to understand the impact of e-commerce on business activity		e-commerce	Seneca tasks
Extended Task.			
In LP2.4, I will know:	23/11/26 - (WK 2)	Frayer Model Words	Homework
In LP2.5, I will know:	30/11/26 - (WK 1)	Frayer Model Words	Homework
how to apply knowledge of business location to past exam questions		Analyse	Seneca tasks
In LP2.6, I will know:	07/12/26 - (WK 2)	Frayer Model Words	Homework
Extended Task.			
In LP2.7, I will know:	14/12/26 - (WK 1)	Frayer Model Words	Homework
how to understand the role and purpose of a business plan		Business Plan	Seneca tasks
Resources to support learning:			
Teams			
FFET Award Challenge for this Learning Programme:			
Research a business of your choice and identify what market research they have conducted and why they conducted it.			

PRT Task 1

PRT Task 2

Year 10 Business CW

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The LORIC skill focus for this LP is: ORGANISATION. The Moral Values foci for this LP are: COMPASSION and HONESTY. Compassion - sympathy and concern for the suffering or misfortunes of others Honesty - being truthful and refraining from cheating or lying		Literacy Non-Negotiables: - Capital letters must be used at the start of sentences and for the first letter of proper nouns - Full stops must be used at the end of a sentence - Question marks must be used at the end of a question - Apostrophes should only be used for possession or omission - Days of the week and months must be spelled correctly - Key words must be spelled correctly - Vocabulary to be taught using the Frayer model	
What will I be learning about in this Learning Programme? You will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. You will also focus on understanding the competition.			
Where have I seen this learning before? You will use prior knowledge of key business terminology from LP1 and any experience you have had with visiting retail businesses.			
What could I use it for? You will use this knowledge when you complete your exam and/or if you go on to study business at college.			
In LP2.1, I will know:	19/10/26 - (WK 2)	Frayer Model Words	Homework
how to understand what is meant by primary research how to analyse different primary research methods		Primary	Seneca Tasks
In LP2.2, I will know:	02/11/26 - (WK 1)	Frayer Model Words	Homework
how to understand what is meant by secondary research how to analyse different secondary research methods		Secondary	Seneca Tasks
LP2 RLW, I will:	09/11/26 - (WK 2)	Frayer Model Words	Homework
review my learning, recalling and applying key knowledge, and focus on closing any gaps in my knowledge.			Seneca Tasks
In LP2.3, I will know:	16/11/26 - (WK 1)	Frayer Model Words	Homework
how to understand what is meant by quantitative research how to analyse different quantitative research methods		Quantitative	
Extended Task.			
In LP2.4, I will know:	23/11/26 - (WK 2)	Frayer Model Words	Homework
how to understand what is meant by qualitative research how to analyse different qualitative methods		Qualitative	Seneca Tasks
In LP2.5, I will know:	30/11/26 - (WK 1)	Frayer Model Words	Homework
how to understand the importance of the reliability of market research data		Reliability	Seneca Tasks
In LP2.6, I will know:	07/12/26 - (WK 2)	Frayer Model Words	Homework
how to understand the term market segmentation		Segmentation	Seneca Tasks
Extended Task.			
In LP2.7, I will know:	14/12/26 - (WK 1)	Frayer Model Words	Homework
how to analyse the different market segments		Demographics	Seneca Tasks
Resources to support learning:			
Teams			
FFET Award Challenge for this Learning Programme:			
Research a business of your choice and identify what market research they conduct and why they conduct it.			

