

Year 10 Business Studies Overview

Unit	Duration (lessons)	Learning Objectives/Outcomes
Marketing	30	<ul style="list-style-type: none"> • Appreciate the importance of market research (desk and field) in identifying customer needs • Present, interpret and use market research findings in written, numerical and graphical form in order to aid decision-making • Explain how and why markets are segmented • Demonstrate an understanding of the product life cycle and the strategies that might be used to extend the life cycle of a product • Demonstrate knowledge and critical understanding of the marketing mix • Recognise marketing constraints imposed by consumers, regulatory organisations and pressure groups
Business Operations	30	<ul style="list-style-type: none"> • Distinguish between goods and services that are provided through both the private sector and the public sector • Explain the methods of production in relation to both quality and quantity produced - job, batch and flow production • Understand how waste can be minimised through the efficient use of resources - stock control, quality control and the interrelationship of functional departments • Use break-even analysis as an aid to decision making • Explain how and why businesses grow both internally and externally and understand why some businesses remain small • Identify the factors affecting the location of production and retail units - locally, nationally and internationally • Explain the importance of international trade to business and identify the resulting problems, threats and opportunities that face businesses operating in the global market place • Understand the importance of membership of the European Union, and issues relating to the single European

		currency (euro) from the perspective of a range of stakeholders
Influences on business	20	<p>Candidates should understand the impact on business of</p> <ul style="list-style-type: none"> • The activities of competitors • The changing use of ICT in business and economic activity • Technology in terms of production techniques and new products • Environmental factors (including sustainability), cultural and ethical issues • Government legislation: including employment law; environmental law; health and safety law; consumer law; competition law and copyright law. (A broad understanding of the constraints and responsibilities that such legislation puts on business is required, not detailed knowledge of particular Acts of Parliament.) • The macro-economic environment: including tax rates; rates of interest; exchange rates; employment levels; inflation rates and the general level of economic activity. (Economic theory relating to rates of interest, inflation, etc. is not required.) • Unforeseen events e.g. natural disasters, adverse weather conditions, disease in livestock • Candidates will also be expected to appreciate that government legislation, the macro-economic environment, competitive forces, environmental, cultural and ethical issues and technology change over time and can have a considerable impact on businesses and their stakeholders