



Year 11 Business Studies – Half Term 4 – KNOWLEDGE PLANNER

Subject: GCSE Business			
Year group: 11	Unit: 2.5	Date (from and to): Spring Term 2	
Big question / concept:	Learning intentions:	Resources	
		Offline:	Online including links on how to access these:
Week 1: Customer needs	The importance of identifying and understanding customers: generating sales, business survival.	P36-P40 in the Business textbook. Practice case study exam questions on pages 39 and 40.	Revision powerpoint uploaded to Microsoft Teams. Activities to complete within the powerpoint. Case study exam questions and section A exam questions to complete. Video link to support content below: https://www.youtube.com/watch?v=oE04ZQ6cu3E
Week 2: Market Research	Types of market research: <ul style="list-style-type: none"> • Methods of primary research • Methods of secondary research • The use of qualitative and quantitative market research data 	P41-P45 in the Business textbook. Practice case study exam questions on p45.	Revision powerpoint uploaded to Microsoft Teams. Activities to complete within the powerpoint. Case study exam questions and section A exam questions to complete. Additional information on the topic can be found through this link: https://www.bbc.co.uk/bitesize/guides/z6y9rj6/revision/1
Week 3: Market Segmentation	How businesses use market segmentation to target customers: <ul style="list-style-type: none"> • Identifying market segments: location, demographics, lifestyle, income, age 	P46-49 in the Business textbook. Practice case study exam questions on page 49.	Revision powerpoint uploaded to Microsoft Teams. Activities to complete within the powerpoint. Case study exam questions and section A exam questions to complete. Additional information on the topic can be found through this link: https://www.bbc.co.uk/bitesize/guides/z7scbdlm/revision/1
Week 4: Market Segmentation	Market mapping to identify a gap in the market and the competition	P50-52 in the Business textbook. Practice case study exam questions on page 52.	Revision powerpoint uploaded to Microsoft Teams. Activities to complete within the powerpoint. Case study exam questions and section A exam questions to complete. Additional information on the topic can be found through this link: https://www.bbc.co.uk/bitesize/guides/z7scbdlm/revision/2
Week 5: The competitive environment	Strengths and weaknesses of competitors based on: price, quality, location, product range and customer service. The impact of competition on business decision making.	P53-56 in the Business textbook. Practice case study exam questions on page 56.	Revision powerpoint uploaded to Microsoft Teams. Activities to complete within the powerpoint. Case study exam questions and section A exam questions to complete. Additional information on the topic can be found through this link: https://www.bbc.co.uk/bitesize/guides/zvwtmfr/revision/1