

AUTUMN 2023

Subject: Business Studies

Cambridge National in Enterprise & Marketing

Year: 10

Topic(s) to be covered:

R067 Enterprise and Marketing concepts

Topic Area 1 - Characteristics, risk and reward	Students will learn about characteristics such as creativity, potential rewards for risk taking and potential drawbacks for risk taking. They will apply this to exam-based classwork.
Topic Area 2 - Market research	Students will learn about the purpose of market research, primary research methods, secondary research methods, types of data, types of market segmentation and the benefits of market segmentation. They will apply this to exam-based classwork and coursework tasks.

Assessment Procedures:

Each topic will have a formal assessment in the form of an assessed homework, end of unit key terms test and an end of unit past exam question. These assessments will make a combined average grade at the end of the term. Students will be working towards completing this NEA based unit during the Spring term.

Homework guidance:

Students will receive a minimum of one homework per week for which they will be expected to spend a minimum of 30 minutes completing. These will be a combination of written, research and revision homework.

Failure to complete homework will result in a 30 minute after school detention in which they will be expected to complete the homework.

How can you help?

1. Ensure your child completes homework in time and to a good standard both written and revision tasks.
2. If you have not done so already, purchase a business studies revision guide - letters will be sent out the start of term regarding this.
3. Encourage your child to **read and watch the news** regarding the business world and discuss this with them. Real life examples will enable them to gain a deeper understanding of the subject and topics they have studied.