

**YEAR 10 PROGRAM OF STUDY - 2002 - 2003**

WEEK	Wk/b	NOTES	H/W
Autum Term			
1	09 Sept	Intro - course requirements, resources etc What is enterprise	List 6 local businesses and 6 national businesses under headings: Name: Location: Reason for location: Type of Business: Size:
2	16 Sept	Is there are Market?	Find an exmple of product development which demonstrates added value. Draw a poster on A3 paper. <ul style="list-style-type: none"> <li>• Why was the product developed</li> <li>• What are its nearest direct and indirect competitors</li> <li>• How is the product differentiated?</li> <li>• What are the benefits of having several products in various guises on the market?</li> </ul>
3	23 Sept		
4	30Sept	Market niches/segmentation	Draw a diagram to show how a market for a particular product or service is segmented. Explain why how businesses benefit from working in several segments.
5	07 Oct	Is it competitive - resources, costs, profit	A supermarket: <ul style="list-style-type: none"> <li>• List- 6 Fixed costs and 6 variable costs</li> <li>• Suggest how a supermarket could reduce its fixed costs.</li> <li>• Suggest how a supermarket could reduce its variable costs.</li> <li>• Outline one problem that could arise from cost cutting and one that could arise from not cost cutting.</li> </ul>
6	14 Oct	Coursework given and explained	<b>How do the mobile phone companies compete?</b> <i>Research</i>
	21 Oct	Half Term	<i>Research including questionnaires/market share</i>
7	28 Oct	social responsibility, stakeholders, conflict of interests	Revision
8	04 Nov	test	<ul style="list-style-type: none"> <li>• <i>Pricing Strategies</i></li> </ul>
9	11 Nov	Why do firms go under - cash flow forecasting	<ul style="list-style-type: none"> <li>• <i>Promotion – advertising and design</i></li> <li>• <i>Place – to buy and coverage</i></li> </ul>
10	18 Nov	Unit 2 – What’s the point of work? Specialization and exchange	<ul style="list-style-type: none"> <li>• <i>R&amp;D – future developments</i></li> <li>• <i>Problems they are encountering - survival</i></li> </ul>
11	25 Nov	Employment, Rewards, Output - <b>Give in Assignment No 1 - DEADLINE</b>	The italised notes are for your help in timing your report. All research in Appendix. Report approx 1000 words
12	02 Dec	Revision	Revision
13	09 Dec	test	Christmas cards: Analyse the difference between the various market segments, what makes some cards moe expensive then others?
14	16 Dec	Results – breakup	

Spring Term			
1	06 Jan	Objectives of Businesses	List 3 different types of business. <ul style="list-style-type: none"> <li>• State possible objectives for them</li> <li>• Explain why they may differ</li> <li>• Explain why their objectives are likely to change over time.</li> </ul>
2	13 Jan	Unit 2 - Who's right for the job? Work skills and attitudes, selection, interviews	Find out how much one of you favourite pop stars or sports personalities earn. <ul style="list-style-type: none"> <li>• Use a S&amp;D graph to show why they receive the income they do.</li> <li>• Explain the various factors that determine their value and earnings level.</li> </ul>
3	20 Jan	- " -	Graduates have twice the earning potential of non-graduates. Use a S&D diagram to explain why this is the case.
4	27 Jan	Can we get more for less? New technology	Make a list of activities that you think will benefit from new technology in the next few years.
5	03 Feb	Motivation	<ul style="list-style-type: none"> <li>• How are you motivated?</li> <li>• How do you motivate yourself?</li> <li>• Is there a key to motivation?</li> </ul>
6	10 Feb	H/T	
7	17 Feb	What's the future of work? Flexible labour market, TU's, Education, training	<b>How could company X improve its productivity?</b> <ul style="list-style-type: none"> <li>• <i>Research – type of firm</i></li> </ul>
	24 Feb	What's the future of work? Flexible labour market, TU's, Education, training	<ul style="list-style-type: none"> <li>• <i>What does it do now?</i></li> <li>• <i>Possible appropriate measurements of productivity</i></li> </ul>
8	03 Mar	Does Joblessness Costs? Unemployment, patterns, costs to the unemployed and to the economy	<ul style="list-style-type: none"> <li>• <i>Management opinion –v- workers</i></li> <li>• <i>Motivational theories applied to firm</i></li> </ul>
9	10 Mar	What can the Government do to control unemployment? Equal Opps	<ul style="list-style-type: none"> <li>• <i>Possible changes – to bring about improved productivity.</i></li> </ul>
10	17 Mar	Employment Law	
11	24 Mar	ditto	
<b>12</b>	<b>31 Mar</b>	<b>Coursework deadline 1 April</b>	
13	07 Apr	Revision	

Summer Term			
1	14 Apr	Unit 3 - Risk or Certainty? Mini Enterprise - Groups, Business Plans	Brain Storm – write-up
2	21 Apr	Go through handouts/basic theory of Business Plans, including elementary accounts – ACTION PLAN	Research
3	28 Apr	Costs/revenue/profit P&L	Apply to own mini enterprise
4	05 May	B/even – link with pricing strategies	Apply to own mini enterprise
5	12 May	Cash flow	Apply to own mini enterprise
6	19 May	4 p's	Apply to own mini enterprise
	27 May	H/T	
7	02 June	Mini Enterprise	
8	09 June	coursework	Why will your business succeed?
9	16 June	coursework	
10	23 June		
12	<b>07 July</b>	<b>Coursework deadline Presentation to Manager of HSBC</b>	
13	14 July	Finishing off - Balance sheets & A/cs	
14	21 July	Finishing off	