



MAGHULL HIGH SCHOOL – CURRICULUM MAP

Unit:	Learning aim B	Learning aim B	Learning aim B	Learning aim C	Learning aim C
LESSON TOPIC QUESTION(S)	B1 Can you explain market research methods?	B2 Do you understand customer needs?	B3 Do you understand competitor behaviour?	C1 Can you explain PEST (Political, Economic, Social, Technological) analysis?	C2 Can you explain SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis?
Knowledge & Skills development	Be able to explain the different types of market research business use Understand the importance of anticipating and identifying customer needs Assess how enterprises adapt and understand competitor behaviour Evaluate how internal factors contribute to a successful enterprise Evaluate how external factors contribute to a successful enterprise				
Assessment / Feedback Opportunities	Formative Assessment Classroom activity - Class Discussion - Questioning pupils – verbal feedback – exam questions – end of section coursework			Summative assessment CW assessment	
Key Vocabulary	Rapid response – After-sales care - Demographic - Qualitative – Quantitative – Primary research – Secondary research – Competitors – USP Market – Customer satisfaction – Marketing – SWOT – PEST – Market share				
Literacy/Reading opportunities	Learners visit the website of Parravani’s Ice Cream (Parravani's Ice Cream Celebrating 123 years of Norfolk Ice Cream. (parravanis.co.uk) to find out how the founder set up the enterprise and how his passionate mind-set led to its success and therefore achieving the aims. Learners could be given the opportunity to use technology or face to face to interview an entrepreneur if this is feasible. Videos on YouTube of focus groups in progress – for example, Our Favorite Funny Focus Group Videos - Food & Drink Resources (foodanddrinkresources.com) and Campden BRI Consumer Panel - YouTube. The University of Derby has a video explaining how focus groups work (What makes a good focus group? - Advanced qualitative methods - YouTube)				

Cross Curricular Themes	IT, appropriate software and the internet to undertake secondary research • contact with appropriate entrepreneurs to undertake primary research.
Personal Development (Including British Values, RSE, Citizenship)	Consider the different businesses, their purpose in the community. What skills do they possess? How do these support the business? Consider social enterprises.
Career Opportunities	Business adviser – Business analyst – Business development manager – Entrepreneur SME, Entrepreneurs