

Meden School Curriculum Planning							
<b>Subject</b>	BTEC Media	<b>Year Group</b>	10	<b>Sequence No.</b>	MTP 3	<b>Topic</b>	Component 1 Learning aim C

Retrieval	Core Knowledge	Student Thinking
What do teachers need to <b>retrieve</b> from students before they start teaching <b>new content</b> ?	What <b>specific ambitious knowledge</b> do teachers need to teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to <b>develop our students' thinking, encouraging them to see the inequalities around them</b> and 'do something about them!'
<p>Students' knowledge from KS3 units will be helpful. E.g. knowledge of branding, creating designs and plans, spreadsheets, responding to industry style briefs, responding to audience needs etc are all useful knowledge from the KS3 Computing curriculum that can be reapplied throughout this component.</p> <p>What are market research methods?</p> <p>What are the benefits of primary research?</p> <p>What are the drawbacks of primary research?</p> <p>What are the benefits of secondary research?</p> <p>What are the drawbacks of secondary research?</p>	<p>Enterprise is the set of skills and characteristics that an entrepreneur requires in order to be innovative, including creativity, risk-aversion, inventiveness and dedication. It is also the name given to a small start-up business.</p> <p>In this component, students will have the opportunity to develop knowledge and understanding of how the activities undertaken by micro, small and medium-sized enterprises (SMEs), along with the characteristics and skills of the entrepreneurs who run them, support the aims of the enterprise. Enterprises can struggle if they do not carry out market research. It is important for students to develop relevant skills in market research and to interpret their findings to support their understanding of customers and competitors. Students will explore why enterprises are successful, looking at the impact of factors both inside and outside the control of the enterprise, and investigate ways in which situational analyses can be used to support decision making. This component will give learners an understanding of the factors that contribute to a successful enterprise.</p> <p>Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises Learners will carry out research into internal and external factors for use in a PEST and SWOT analysis to help them understand how these factors affect enterprises.</p> <p>C1 PEST (Political, Economic, Social, Technological) analysis</p>	<p>This learning aim helps equip students with the ability to conduct a PEST and SWOT analysis which are planning strategies used in industry and Business.</p> <p>Students look at the relative factors in each of the analysis methods before exploring their merits and the links between them.</p> <p>An analysis of effective strategies for overcoming weaknesses and threats is covered including ways to take advantage of opportunities and suitable recommendations for converting weaknesses into strengths. Finally, the potential impacts on costs and sales revenues of any recommendations are also explored.</p>

<p>Why are customer needs important?</p> <p>What is competitive behaviour?</p> <p>Why is it important to chose suitable research methods?</p>	<ul style="list-style-type: none"> <li>● Recommendations for actions that enterprises could take based on research and analysis of the following factors: <ul style="list-style-type: none"> <li>o political: governmental changes, new regulations, changes in taxation</li> <li>o economic: consumer confidence in the economy, growth/recession, level of employment, cost of borrowing, cost of energy</li> <li>o social: changing consumer behaviour and trends</li> <li>o technological: social media, energy efficiency, technological trends, costs of marketing and selling.</li> </ul> </li> <li>● Suitability of recommendations made according to the potential positive and negative impact on costs and revenues.</li> </ul> <p>C2 SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis</p> <ul style="list-style-type: none"> <li>● Impact of the strengths, weaknesses, opportunities and threats based on research, analysis and understanding of enterprises to include: <ul style="list-style-type: none"> <li>o strengths: effective planning and financing, marketing and promoting the enterprise, location, reputation, unique selling point (USP), strong branding, competitive advantage</li> <li>o weaknesses: unforeseen human resources costs (i.e. staff illness), lack of investment, poorly performing product/service, competitive disadvantage</li> <li>o opportunities: growing market trends, developments in technology, gaps in the market, government policy changes, loans and grants, funding, events/holidays, development of additional products and services, adaptations to existing market offering, developing adapted marketing strategies, amendments to staffing, alternative investment decisions</li> <li>o threats: competitors, supplier problems, developments in technology, government policy, lack of funding, market changes.</li> </ul> </li> <li>● Ability to react to the strengths, weaknesses, opportunities and threats according to the potential positive and negative impact on costs and revenues.</li> </ul>	
<p>Vocab List</p>		

PEST: politics, economic, social, technological, regulations, taxation, consumer, consumer confidence, growth, recession, employment, borrowing, consumer behaviour, trends, social media, marketing, selling, impact, costs, revenues, profit, SWOT: opportunities, threats, promotion, USP, branding, competitive advantage, human resources, investment, product performance, policies, loan, grants, funding, adaptation, marketing, supplier.