







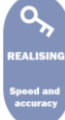


Key Stage 5 Curriculum Map 2021-22 Term 1

Subject: Business Studies		Year:12	
Focus/Topic	UAE Links	HPL Links	Home Learning / Guided Reading
Topic 1: Meeting Customer Needs <ul style="list-style-type: none"> The Market 	<ul style="list-style-type: none"> Expo 2020-21 Research the market share of various companies within the UAE 	 <p>-The ability to deduct, hypothesise, reason, supporting evidence</p>	<ul style="list-style-type: none"> Textbook pages 3-10
<ul style="list-style-type: none"> Market research 	<ul style="list-style-type: none"> Types of research used in UAE and which are most/least successful Research market research companies in UAE 	 <p>-The ability to use connections from past experiences to seek possible generalisations</p>	<ul style="list-style-type: none"> Textbook pages 11-19
<ul style="list-style-type: none"> Market positioning 	<ul style="list-style-type: none"> Market mapping different industries in the UAE e.g., supermarkets 	 <p>-The ability to work with big ideas and holistic concepts</p>	<ul style="list-style-type: none"> Textbook pages 20-29
Topic 2: The Market <ul style="list-style-type: none"> Demand and Supply Markets 	<ul style="list-style-type: none"> Comparison between products and to see the different aspects of demand and supply in the UAE 	 <p>-The ability to work with big ideas and holistic concepts</p>	<ul style="list-style-type: none"> Textbook pages 31-40 Textbook pages 41-45
Break			
<ul style="list-style-type: none"> PED 	<ul style="list-style-type: none"> Comparison between products and to see the different aspects of demand and supply in the UAE 	 <p>-The ability to work effectively within the rules of a domain</p>	<ul style="list-style-type: none"> Textbook pages 46-51
<ul style="list-style-type: none"> YED 	<ul style="list-style-type: none"> Comparison between products and to see the different aspects of demand and supply in the UAE 	 <p>-The ability to work effectively within the rules of a domain</p>	<ul style="list-style-type: none"> Textbook pages 51-56

<p>Topic 3: Marketing Mix and Strategy</p> <ul style="list-style-type: none"> Marketing Objectives and strategy 	<ul style="list-style-type: none"> Research the Product Lifecycle for products in the UAE 	 <p>-The ability to approach new learning experiences by actively attempting to connect it to existing knowledge or concepts and hence determine an appropriate way to think about the work.</p>	<ul style="list-style-type: none"> Textbook pages 57-67
<ul style="list-style-type: none"> Product/Service/Design 	<ul style="list-style-type: none"> Research social trends in the UAE and their impact on consumers and companies 	 <p>-The ability to approach new learning experiences by actively attempting to connect it to existing knowledge or concepts and hence determine an appropriate way to think about the work.</p>	<ul style="list-style-type: none"> Textbook pages 68-73
<ul style="list-style-type: none"> Review all 	<ul style="list-style-type: none"> n/a 	 <p>-The ability to work at speed and with accuracy</p>	<ul style="list-style-type: none"> Textbook pages 1-73