

Key Stage 5 Curriculum Map 2019 - 2020

Term 2

Subject: Business	Year: 12 AS IGCSE	
Focus/Topic	UAE Links	Home Learning / Reading
Market Research. <ul style="list-style-type: none"> • Need for market research. • Market research process. 	How do companies decide what products to sell in UAE? What do they consider?	Key words for Market research
<ul style="list-style-type: none"> • Methods of primary and secondary research • Qualitative and quantitative research. 	Islamic value: Equality	
<ul style="list-style-type: none"> • Questionnaire design • Market research developments 	Islamic Value: Integrity	Exam style questions.
The marketing mix- product and price <ul style="list-style-type: none"> • Marketing mix. • Role of consumers- the 4 C's 	Conduct marketing mix of a recent product you bought in Dubai.	Key words for Marketing mix
<ul style="list-style-type: none"> • Why is product a key part of marketing mix? • Tangible and intangible attributes 	Differentiate between different products in UAE and its features.	
<ul style="list-style-type: none"> • Product life cycle 	Link to the life span of products in the UAE.	Exam style questions.
<ul style="list-style-type: none"> • Why is price a key part of marketing mix? • Price elasticity of demand? • Pricing methods 	Compare/contrast different pricing of similar products in UAE.	
Mid Term Break		
The marketing mix- product and price <ul style="list-style-type: none"> • Marketing mix. • Role of consumers- the 4 C's 	Compare/contrast different pricing of similar products in UAE.	Key words for Marketing mix
Topic4 - Operations and project management. <ul style="list-style-type: none"> • Operations planning 	Research on a business in Dubai and its operation management.	
Topic4 - Operations and project management. <ul style="list-style-type: none"> • Inventory management 	Research on a company in UAE and its inventory management.	Exam style questions.

<ul style="list-style-type: none">• Revision.• Past paper questions to be practiced from Unit 1 to3		
<ul style="list-style-type: none">• Revision.• Past paper questions to be practiced from Unit 3-5		
Assessment Weeks		
Spring Break		