

Module 3.1 Enquiry 1: Changing food choices

Learning outcomes	
1	Evaluation of the impact of market changes for businesses,.
2	Synthesis of primary and secondary findings.

Key skills	
PS3.1/2/3	Provides evidence showing the development and use of problem solving strategies.

Resources	Copymasters.
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Time	Initially, 1 hour Investigation in own time and 1 hour follow-up.
Running the activity	<p>The activity starts with an opportunity to explore the data provided. Then, in groups, students start the decision-making process. They will plan primary and perhaps secondary research that will complement the data they already have. Interviews with fellow students will provide a simple source of evidence. After investigating independently, they will pool their findings and make the business decision. They can present their conclusions to the class or write them up as a report with full substantiation from the evidence.</p> <p>This activity has a strong element of marketing in it, which links up with the specifications for Modules 1.2 and 3.2. It is located in this module because it illustrates the impact of changing tastes. However you may prefer students to undertake it either earlier or later.</p> <p>Students who are using this activity to provide key skills evidence will need to plan their approach carefully and then review it.</p>