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| **Core Knowledge Map** |
| Subject: Computer Science | Year: 8 | Term: 3.0 |
| What are we learning? |
| Business Studies Topic – Enterprise and the four Ps |
| How will I be assessed  |
| Teacher assessed - student online workbook |
| Big questions: |
| What is a business? What makes a business successful? What is an entrepreneur? What range of factors that impact on the success of the business, including location, the marketing mix and the business plan? |
| How does this build on previous learning? | How will this link to my future learning? |
| PD – Business finance | GCSE Business |
| Core knowledge: | Key vocabulary: |
| **The role of entrepreneurship:** an entrepreneur: organises resources, makes business decisions, takes risks.**How businesses use market segmentation to target customers:**  identifying market segments: location, demographics, lifestyle, income, age.**What the marketing mix is and the importance of each element:**  price, product, promotion, place. | BusinessCustomerCompetitionEntrepreneurEnterpriseRisk RewardInnovationInventionProfitTarget MarketMarket Mix 4ps – product, promotion, price, placeServiceUnique selling point USP |
| Need more help? |
| BBC bitesize – [The Market Mix](https://www.bbc.co.uk/bitesize/guides/zj9rgwx/revision/5) and [The market mix 2](https://www.bbc.co.uk/bitesize/guides/z4wtmfr/revision/1) |