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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. | | Business  Customer  Competition  Entrepreneur  Enterprise  Risk  Reward  Innovation  Invention  Profit  Target Market  Market Mix 4ps – product, promotion, price, place  Service  Unique 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) | | | |