



# Thomas Lord Audley School

## Business Studies Department

### Curriculum Overview

	Year 7	Year 8	Year 9	Year 10	Year 11
<b>Autumn 1</b>	This subject is not taught at Key Stage 3 other than having elements taught in subjects across the curriculum.			Market Research and Segmentation	Types of Businesses
<b>Autumn 2</b>				Product Proposal Design	Promotional Methods
<b>Spring 1</b>				Finance	Developing Business Pitches
<b>Spring 2</b>				Risks and Challenges of Business	Pitching for Investment
<b>Summer 1</b>				Business Ownership	Proposal Review
<b>Summer 2</b>				Marketing and Branding	Summer Exam