



Business Studies

	Content
Year 10 HT1	Market Research and Segmentation
Year 10 HT2	Product Design and Creative Techniques
Year 10 HT3	Decision Making, Financial Viability and Risk.
Year 10 HT4	Promotional Methods, Pricing and Public Relations
Year 10 HT5	Brand Identities
Year 10 HT6	Business Ownership
Year 11 HT1	Promotional Methods, Materials and Campaigns
Year 11 HT2	Developing Effective Business Pitches
Year 11 HT3	Pitching for Investment
Year 11 HT4	Proposal Review and Reflections
Year 11 HT5	Problem Solving and Analysis in Context
Year 11 HT6	