



Thomas Lord Audley School

Business Studies Department

Curriculum Overview

	Year 7	Year 8	Year 9	Year 10	Year 11
Autumn 1	This subject is not taught at Key Stage 3			Market Research and Segmentation	Promotional Methods, Materials and Campaigns
Autumn 2				Product Design and Creative Techniques	Developing Effective Business Pitches
Spring 1				Decision making, Financial viability and Risk.	Pitching for Investment
Spring 2				Promotional methods, pricing and public relations	Proposal Review and Reflections
Summer 1				Brand identities	Problem solving and analysis in context
Summer 2				Business Ownership	Summer Exam