

## Key Vocabulary for Summer Term Overviews

Subject: Business Studies		Year Group: 10	
Key Learning Points/ End Points	Key Vocabulary		
<b>Launching a new product</b> Students will apply their prior learning to financing a product, considering costs, sales revenue, pricing strategies and the risks associated with launching a new product.	Pricing strategies Competitive pricing Psychological pricing Price penetration Price skimming	Fixed costs Variable costs Sales revenue Breakeven Profit Loss	
<b>Business Ownership</b> Students will develop a sound understanding of the different types of business ownership and the advantages and disadvantages of these.	Sole trader Partnership Franchise Limited liability Unlimited liability Business Plans Stakeholder Objectives Marketing Financial forecast	Capital Crowdfunding Loans Interest Small business grants Business angels Savings	