

Key Vocabulary for Summer Term Overviews

Subject: Business Studies		Year Group: 12	
Key Learning Points/ End Points	Key Vocabulary		
Marketing Campaign Students will apply their prior learning to developing a marketing campaign for an unseen case study.	Marketing Campaign Rationale Pricing strategies Competitive pricing Psychological pricing Price penetration Price skimming Cost-plus pricing SWOT PESTLE	Fixed costs Variable costs Sales revenue Breakeven Profit Loss Budget Market Research Primary Secondary	
An introduction to Personal and Business Finance Students will develop a sound understanding of the purpose and importance of personal and business finance.	Legal tender Means of exchange Borrowing Spending Saving Credit rating Repossession Bankruptcy Income Inflation	Cheque Credit car Debit card Banker’s Automated Clearing Service (BACS) Faster Payments Service (FPS) Clearing House Automated Payment System (CHAPS) Current account	