Foxford Learning Plan

Year 11

GCSE Business

Summer Term 2

	Over the course of the topic, I will be able to: -
	Explain what a loan is and how it can be used effectively.
	Identify how businesses can differentiate their products.
	Identify how USP's are used and how they can give a business an edge.
	Explain venture capital and how it is used

Key Vocabulary

Loans	A fixed sum of money lent by a bank to an individual or a business for a specific purpose, which must be repaid with interest in set payments over an agreed period of time.
Product differentiation	Where a product has unique features that makes it stand out from other similar products in the market.
Unique Selling Point (USP)	Something that makes a product stand out from its competitors
Venture Capital	Investment of cash from individual or groups of individuals into a private limited company.



I will Understand

1. How a loan is used in business and explain the advantages/disadvantages it can provide for a business.
2. The different methods a business can use to differentiate its products from competitors.
3. How a USP can give a competitive advantage to a business.
4. How venture capital can be used in business, and when it may be appropriate to use this source of finance.