



Dear Parents and guardians,

Welcome to the Business Studies January's newsletter.

**Curriculum Guide for January:**

During the next four weeks, your child will be studying the following topics:

**KS4: Grade 9**

**Unit 2.9 – Internal and external communication**

This unit will explain:

- the importance of effective communication to business
- the difference between internal and external, formal and informal communication
- the different methods of communication
- the barriers to effective communication and how they can be overcome.

**Unit 3.10 – Marketing, Competition and the Customers**

This unit will explain:

- the role of marketing
- why markets change in terms of consumer spending patterns and competition, and how businesses respond to these changes
- the difference between mass marketing and niche marketing
- how and why market segmentation is carried out.

**Keywords for this topic:** Communication, Internal Communication, External Communication, Medium of Communication, receiver, feedback, transmitter, One-Way Communication, Two-Way Communication, Marketing, Role of Marketing, Competition, Mass Marketing, Niche Marketing, Marketing segmentation

**Homework:** Your child will be given one homework over the weekend, where he/she must put in practice the concepts that were covered all through the week. We are looking for the students to be able to use the concepts and develop a personal idea.

**How you can help:** You can help your children by explaining him/her the concepts that they haven't really understood in class.

Here is a useful website:

<https://books.google.ae/>

Discover the business world!

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