

Home-School Learning Collaboration – Computing



Topics in this cycle: Cash flow, marketing, websites	Taught: Summer 1	Year Group: 8
Key knowledge/concepts to be learnt ('Tell me about....')		Websites/blogs/YouTube links and further reading to deepen and consolidate learning
<p><u>Cash Flow</u></p> <ul style="list-style-type: none"> Define 'cash flow'. Why is it important for a business to manage its cash flow effectively? Describe three ways a company can improve its cash flow. <p><u>Marketing Mix</u></p> <ul style="list-style-type: none"> What are the four elements of the marketing mix, often referred to as the 4 P's? Give an example of how a business might adjust its marketing mix to appeal to a target audience of teenagers. <p><u>Mood-boards</u></p> <ul style="list-style-type: none"> Explain what a mood-board is and how it can be used in business planning or product design. Create a mood-board for a new smartphone aimed at young adults. What elements would you include and why? <p><u>Effective Homepages on Wix</u></p> <ul style="list-style-type: none"> What are three key features that make a homepage on a website effective? Visit three different Wix homepages and note down what they have in common and what makes each unique. 		<p>Notes/Information</p> <p>This resource provides an introductory video on cash flow statements, which is part of a larger series on accounting and financial statements:</p> <p>https://www.khanacademy.org/economics-finance-domain/core-finance/accounting-and-financial-statements/financial-statements-tutorial/v/basic-cash-flow-statement</p> <p>A site that breaks down the components of a cash flow statement with examples and practice exercises:</p> <p>https://www.accounting-basics-for-students.com/cash-flow-statement-example.html</p> <p>The Wix platform offers insights on creating an effective homepage, which could be useful for students learning how to design websites.</p> <p>https://www.wix.com/website/design</p>

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Key Vocabulary and Definitions To Be Learn		What Will The Assessment Look Like?
Cash Flow	The total amount of money being transferred into and out of a business, especially as affecting liquidity.	<p>Extended writing – Write a short essay describing how creating a mood-board can help in the planning of a marketing campaign for a new product, including considerations for cash flow and the design of an effective homepage on Wix.</p> <p>End of Unit test: 35 minutes/25 marks</p> <ul style="list-style-type: none"> • Short answer questions • Extended writing • 3 marks for SPAG
Marketing Mix	A combination of factors that can be controlled by a company to influence consumers to purchase its products.	
Product	An item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods.	
Price	The amount of money that customers must pay for a product or service.	
Promotion	All of the communications that a marketer may use in the marketplace.	
Moodboard	A type of collage consisting of images, text, and samples of objects in a composition. It can be used to convey a general idea or feeling about a particular topic.	<p>Family Learning Opportunities</p> <p>Create a 'Family Business Plan' with your family members for a pretend family-run cafe. Work together to map out the cafe's cash flow chart for the first month, decide on the marketing mix (product, price, place, promotion), and design a mood-board that captures the look and feel of your cafe. Then, use Wix to create a simple homepage design for your cafe, showing where you would put menus, special offers, and customer testimonials.</p>
Homepage	The introductory page of a website, typically serving as a table of contents for the site.	
Wix	An online platform that allows users to create HTML5 websites and mobile sites through the use of online drag and drop tools.	
User Interface (UI)	The means by which the user and a computer system interact, in particular the use of input devices and software.	