

Business Studies GCSE Learning Journey



SUCCESS COMES FROM HARDWORK



Motivation

Effective recruitment

2.5 Making people decisions

Effective training and development

Organisational structures

Understanding business performance

2.3 Making product decisions

Working with suppliers

2.4 Making financial decisions

Using the marketing mix to make business decisions

Business calculations

Place

Business operations

Managing quality

Business calculations

Open

Price

Topic 2.2 Making marketing decisions

Business and globalisation

Business growth

Promotion

Product

Ethics, the environment and business

Changes in business aims and objectives

11

Topic 2.1 Growing the business

Technology and business

The economy and business

£10 Challenge

Topic 1.5 Understanding External Influences on Business

Business stakeholders

Legislation and business

External influences

Topic 1.4 Making the business effective

The marketing mix

The options for start-up and small businesses



Business plans

Business location

Cash and cash-flow

The competitive environment

Topic 1.3 Putting a business idea into practice

Business aims and objectives



Market segmentation

Business revenues, costs and profits

Sources of business finance

Market research

Topic 1.2 Spotting a business opportunity



Risk and reward

Topic 1.1 Enterprise and entrepreneurship



Customer needs

The role of business enterprise

The dynamic nature of business

10

STARTING BUSINESS

