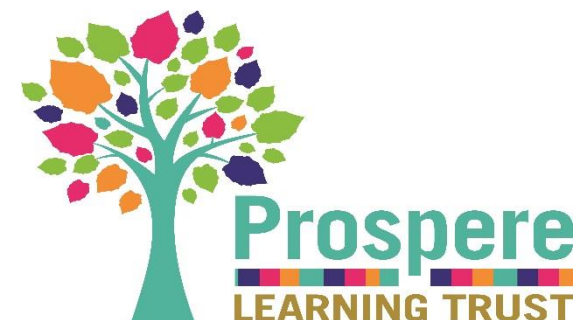


# Business Studies



The areas of development are:	Solutions
<b><u>Business Studies</u></b>	
<ul style="list-style-type: none"> <li>Understanding key terminology related to GCSE Business as well as its meaning.</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Glossary, pages 92</li> <li>Use the <a href="#">AQA Website</a> and the resources from your class teacher to develop your understanding of the key terminology used in GCSE Business</li> </ul>
<ul style="list-style-type: none"> <li>Developing an understanding of the key topics surrounding GCSE Business including: Business in the real world</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Business in the Real World, pages 2-18</li> <li>BBC Bitesize: <a href="#">Business in the real world</a></li> </ul>
<ul style="list-style-type: none"> <li>Developing an understanding of the key topics surrounding GCSE Business including: Influence on business</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Influences on Business, pages 19-31</li> <li>BBC Bitesize: <a href="#">Influences on Business</a></li> </ul>
<ul style="list-style-type: none"> <li>Developing an understanding of the key topics surrounding GCSE Business including: Business operations</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Business Operations, pages 32-41</li> <li>BBC Bitesize: <a href="#">Business operations</a></li> </ul>
<ul style="list-style-type: none"> <li>Developing an understanding of the key topics surrounding GCSE Business including: Human Resources</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Human Resources, pages 42-52</li> <li>BBC Bitesize: <a href="#">Human Resources</a></li> </ul>
<ul style="list-style-type: none"> <li>Developing an understanding of the key topics surrounding GCSE Business including: Marketing</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Marketing, pages 53-70</li> <li>BBC Bitesize: <a href="#">Marketing</a></li> </ul>

<ul style="list-style-type: none"> <li>Developing an understanding of the key topics surrounding GCSE Business including: Finance</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Finance, pages 71-87</li> <li>BBC Bitesize: <a href="#">Finance</a></li> </ul>
<ul style="list-style-type: none"> <li>Developing a better understanding of business marketing and how this can impact the success of a business</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Marketing, pages 53-70</li> <li>BBC Bitesize: <a href="#">Marketing</a></li> </ul>
<ul style="list-style-type: none"> <li>Understanding key terminology related to the topic of business marketing and using this in context</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Glossary, pages 92</li> <li>Use the <a href="#">AQA Website</a> and the resources from your class teacher to develop your understanding of the key terminology used in GCSE Business</li> </ul>
<ul style="list-style-type: none"> <li>Developing a better understanding of what human resource is and how human resource can support the workforce</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Human Resources, pages 42-52</li> <li>BBC Bitesize: <a href="#">Human resources</a></li> </ul>
<ul style="list-style-type: none"> <li>Understanding key terminology related to the topic of human resources and using this in context</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Glossary, pages 92</li> <li>Use the <a href="#">AQA Website</a> and the resources from your class teacher to develop your understanding of the key terminology used in GCSE Business</li> </ul>
<ul style="list-style-type: none"> <li>Linking assessments responses to suitable examples and using case study information</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Exams and Answering Questions, pages 88-89</li> <li>BBC Bitesize: <a href="#">Exam techniques</a></li> </ul>
<ul style="list-style-type: none"> <li>Developing a stronger approach to assessment questions and providing a suitable level of response using command words written within a question</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Exams and Answering Questions, pages 88-89</li> <li>BBC Bitesize: <a href="#">Exam techniques</a></li> <li>AQA Website: <a href="#">Command Words</a></li> </ul>
<ul style="list-style-type: none"> <li>Explaining how a business operates in the real world by analysing business ownership and the purpose of setting up a business using aims and objectives</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Business in the Real World, pages 2-18</li> </ul>
<ul style="list-style-type: none"> <li>Understanding the importance of business planning and opportunities which can be created for an expanding business</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Influences on Business, pages 19-31</li> </ul>

<ul style="list-style-type: none"> <li>Identifying business terminology and how business activity can influence a business</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grades 9-1 course book: Business Operations World, pages 32-41</li> </ul>
<ul style="list-style-type: none"> <li>Understanding how a business operates day to day; such as production of products and services, and how a business communicates with their customers</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Human Resources, pages 42-52</li> </ul>
<ul style="list-style-type: none"> <li>Developing problem solving and decision making skills when operating in the Human Resource function of a business</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grades 9-1 course book: Marketing World, pages 53-70</li> </ul>
<ul style="list-style-type: none"> <li>Understanding the importance of identifying and satisfying customer needs</li> </ul>	<ul style="list-style-type: none"> <li>BBC Bitesize: <a href="#">Business Studies, Customer Service</a>. Revise the importance of identifying the satisfying customers need and make revision notes</li> </ul>
<ul style="list-style-type: none"> <li>Explaining the advantages and disadvantages of market segmentation and recommending suitable ways in which the markets for various products can be segmented and targeted</li> </ul>	<ul style="list-style-type: none"> <li>Tutor2u: <a href="#">Market Segmentation</a>. Make revision notes on market segmentation</li> </ul>
<ul style="list-style-type: none"> <li>Analysing different market research methods which involve collecting and analysing market data in order to provide goods and services that meet the customer's needs in a particular market</li> </ul>	<ul style="list-style-type: none"> <li>BBC Bitesize: <a href="#">Business Studies, Market Research</a>. Revise market research</li> </ul>
<ul style="list-style-type: none"> <li>Understanding the importance of the elements of the marketing mix: price, product, promotion and place (4Ps)</li> </ul>	<ul style="list-style-type: none"> <li>CGP GCSE AQA Business for the grade 9-1 course book: Marketing Mix, page 53</li> </ul>

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