

GCSE Business Studies

Marketing

- To understand the importance of marketing
- To know the different types of market research
- To understand why market segmentation is used
- To know the different aspects of the marketing mix

Influences on business and the interdependent nature of business

- To know the ethical and environmental considerations of businesses
- To understand the economic climate for business
- To know what globalisation is
- To understand the interdependent nature of business

Operations

- To understand production processes
- To know the importance of good quality service
- To understand the sales process and the importance of customer service
- To know why consumer law is important
- To know why location and suppliers are important

People

- To know the role of human resources
- To understand organisational structures
 - To know the different communication methods in business
- To understand recruitment and retention
 - To understand the importance of staff training and development
- To know employment law

Business Activity

- To know the role of business and enterprise
- To know why business planning is important
- To know the different types of business ownership
 - To understand the importance of aims and objectives
 - To know the roles of Business stakeholders
- To understand the different types of business growth

Finance

- To know the role of the finance function
- To know the different sources of finance
 - To know what Globalisation is
- To know how to calculate revenue, costs, profit and loss
 - To understand break-even
- To know what cash and cash flow is