

GCSE Business Studies

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



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



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



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



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