

# Business GCSE Learning Journey

SUCCESS COMES FROM HARDWORK



Theme 1 & 2 Exams

Revision & Exam Practice

Motivation

Effective recruitment

2.5 Making people decisions

Effective training and development

Organisational structures

Understanding business performance

Working with suppliers

2.4 Making financial decisions

2.3 Making product decisions

Business operations

Managing quality

Business calculations

Place

Price

Topic 2.2 Making marketing decisions

Business and globalisation

Open

Using the marketing mix to make business decisions

Promotion

Product

Ethics, the environment and business

Changes in business aims and objectives

YEAR 11

Topic 1.4 Making the business effective

Technology and business

The economy and business

Topic 2.1 Growing the business

Business growth

Business stakeholders

Legislation and business

External influences

Topic 1.4 Making the business effective

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The marketing mix



The options for start-up and small businesses



Business plans



Business location

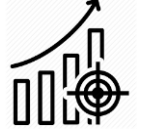


Cash and cash-flow

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



YEAR 10

STARTING BUSINESS

