

GCSE Business Studies Learning Journey

Exam practice, retrieval practice.



Exam Revision

6th form induction

How to successfully answer the 12 mark questions and using case studies effectively

Knowledge banks



Need and wants of consumers?

Sales Volume Vs sales value

5.4 Elements of the marketing mix – what is the marketing mix?

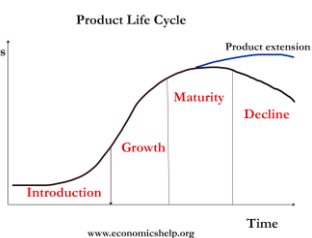
What's the difference between primary and secondary research?

5.2 Segmentation

Unit 5 – Marketing

Assessment

Review & reflection



5.3 The purpose and methods of market research

What is Demographic segmentation?

5.1 Identifying and understanding customers?

Why do companies Decentralize their business operation?

4.2 Recruitment and selection of employees



4.4 Training

What are the benefits of on the job training?

Review & reflection

Assessment

Unit 4 – Human Resources

What are the different types of organizational structure

4.1 Organizational Structures

4.3 Motivating employees

YEAR 11

3.3 The concept of quality

3.1 Production processes

Unit 3 – Business Operations

Assessment

Review & reflection

3.4 Good customer service

How does Total quality management (TQM) prevent errors?

3.2 The role of procurement

What are the benefits of job and flow production?

2.5 Legislation

2.3 The economic climate of business?

What is fair trade?

2.1 Technology

Review & reflection

Assessment

Unit 2 – Influences on Business

2.6 The Competitive environment

2.4: Globalisation

Impacts of consumer spending?

2.2 Ethical and Environmental Considerations

How has e-commerce transformed business's?

How are businesses financed?

6.2 Cash flow. What is a cash flow forecast?

How is average rate of return calculated?

6.4 Analysing the financial performance of a business

1.7 Expanding a business

Unit 6 – Finance

Assessment

Review & reflection

What is a calculated risk?

6.1 Sources of finance – Internal and external sources e.g. bank loans

What's net cash?

6.3 Financial terms and calculations



1.6 Business planning

1.3 Setting business aims and objectives

Consumer/ customer what service is the business providing?

1.1 The purpose and nature of business

1.5 Business location

Assessment

Unit 1 – Business in the real world

YEAR 10



1.4 Stakeholders

How many stakeholders are there? Why are they important?

How do public sector and private sector business run differently?

Unlimited liability and partnerships? How do they affect how a business is run?

1.2 Business Ownership



What makes an entrepreneur?

welcome

Content
Assessment
Review & reflection