Business Studies Learning Journey

Key Stage 4

Paper 1

START

Year 10

Unit 1
Business Activity, Marketing and People

1.1 The role of business enterprise and entrepreneurship
1.2 Business planning
1.3 Business Ownership
1.4 Business Aims and Objectives
1.5 Stakeholders in business
1.6 Business growth

Unit 2
Marketing

2.1 The role of marketing
2.2 Market Research
2.3 Market Segmentation
2.4 Marketing Mix

Unit 3
People

3.1 The role of human resources
3.2 Organisational structures and different ways of working
3.3 Communication in business
3.4 Recruitment and selection
3.5 Motivation and retention
3.6 Training and development
3.7 Employment Law

Paper 2

Year 11

Unit 4
Operations

4.1 Production process
4.2 Quality of goods and services
4.3 The sales process and customer service
4.4 Consumer Law
4.5 Business Location
4.6 Working with Suppliers

Unit 5
Finance

5.1 The role of the finance function
5.2 Sources of finance
5.3 Revenues, Costs, profits and loss
5.4 Break-even
5.5 Cash and cash flow

Unit 6

6.1 Ethical and environmental considerations
6.2 The economic climate
6.3 Globalisation

Unit 7
The interdependent nature of business

7.1 The interdependent nature of business

FINISH

GCSE EXAM
Paper 1 and Paper 2