BUSINESS

GCSE

1. BUSINESS IN THE REAL WORLD
- Purpose and nature
- Business ownership
- Setting aims and objectives
- Stakeholders
- Location
- Planning
- Expanding a business

2. INFLUENCES ON BUSINESS
- Technology
- Ethical and environmental considerations
- Economic climate
- Globalisation
- Legislation
- Competitive environment

3. BUSINESS OPERATIONS
- Production processes
- Role of procurement
- Quality
- Good customer services

4. HUMAN RESOURCES
- Organisational structures
- Recruitment and selection
- Motivating employees
- Training

A LEVEL

1. WHAT IS BUSINESS?
- Nature and purpose
- Different forms
- Understanding businesses in an external environment

2. MANAGERS, LEADERSHIP AND DECISION-MAKING
- Management
- Leadership
- Decision-making
- Role of stakeholders

3. MARKETING MANAGEMENT
- Setting marketing objectives
- Understand markets and customers
- Segmentation, targeting, positioning
- The marketing mix

4. OPERATIONAL MANAGEMENT
- Setting operational objectives
- Analysing performance
- Increasing efficiency and productivity
- Improving quality
- Managing inventory and supply chains

5. FINANCIAL MANAGEMENT
- Setting financial objectives
- Analysing performance
- Sources of finance
- Improving cash flow and profits

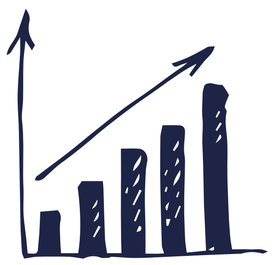
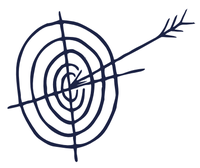
6. HUMAN RESOURCE MANAGEMENT
- Setting HR objectives
- Analysing performance
- Organisational design
- Managing the HR flow
- Motivation and engagement
- Employer-employee relations

7. ANALYSING THE STRATEGIC POSITION OF A BUSINESS
- Mission, objectives and strategy
- Financial ratio analysis
- Overall performance
- Political and legal change
- Economic change
- Social and technological
- The competitive environment
- Investment appraisal

8. CHOOSING STRATEGIC DIRECTION
- Choosing markets to compete in
- Choosing how to compete

9. STRATEGIC METHODS
Assessing:
- A change in scale
- Innovation
- Globalisation and internationalisation
- Greater use of digital technology

10. MANAGING STRATEGIC CHANGE
- Managing change
- Managing organisational culture
- Managing strategic implementation
- Problems with strategy

5. MARKETING
- Understanding customers
- Segmentation
- Market research methods
- Price, product, promotion and place (4Ps)

6. FINANCE
- Sources of finance
- Cash flow
- Terms and calculations
- Analysing financial performance