Business GCSE (2)

Year 10 - Theme one - Investigating Small Business



Enterprise & Entrepreneurship

> The dynamic nature of business



Describe the role of business enterprise

> Explain the link between business risk and reward

> > Spotting a business opportunity

of business aims & objectives

Calculate business revenues, costs & profits

> Calculate gross profit, NET Profit, gross profit margin, NET profit margin & average rate of return.

Discuss the impact of

employee Legislation &

business

Explain the limitations of financial information

> Define cash flow and construct and interpret a cash flow forecast or a business

> > Making the business effective

Advise a business on the most suitable source of business finance

Discuss the impact of consumer and quality Legislation & business

> Explain the recruitment process and how to make it effective



Investigate the use of the Marketing mix

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Describe the factors of Location

> Advise a business and give justification on Start up options & small businesses

Identify Business stakeholders and describe their interest









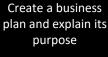
Understanding

external

influences on

business

busine









Putting a

business idea

Plan and discuss the important of Market research

Describe how a business may segment their market

Assess how a business must meet customer Needs

Business GCSE GO

Year 11 - Theme two - Building a Business



Discuss the impact of

Technology &

business

Discuss the impact of consumer and quality Legislation & business

> Explain the recruitment process and how to make it effective

> > Examine the External influences on business

> > > The impact of the economy on

Growing the business

Explain how and why Businesses want growth

examinations

Manage stock through

interpretation of bar gate stock graphs

> Manage quality through quality control and assurance

> > Describe the sales process and post sales service.

> > > Making financial decisions

Making human resource

decisions

Identify different organisational structures and when each are appropriate.

> Explain how and why business train and develop employees

> > Describe the importance of motivation in the workplace

> > > Destination Success

Calculate gross profit,

Explain the

limitations of

financial information

RETRIEVAL: Interpret

quantitative business

data to support, inform

and justify business

decisions.

NET Profit, gross profit margin, NET profit margin & average rate of return.

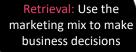








Business operations



- Design mix
- **Pricing strategies**

Making marketing decisions



Business and globalisation

Ethics, the environment and business



