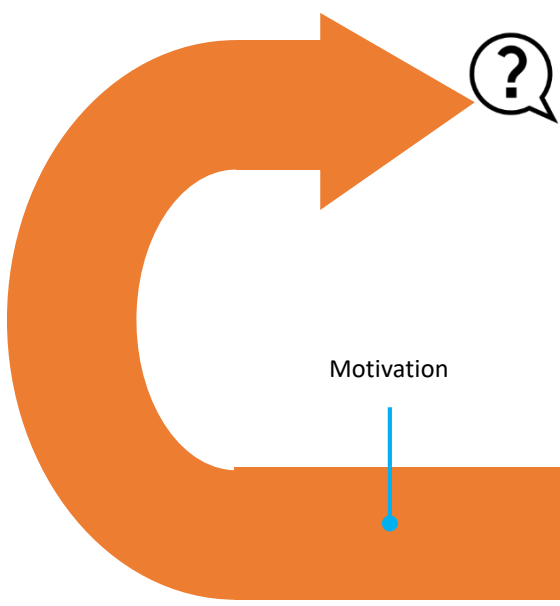


GCSE Business Learning Journey



Motivation



Different ways of working

Communication

Effective training and development

Effective recruitment



Business and globalisation

Ethics and Business

Business operations

Managing quality



Organisational structures



Environment and business

Technology, production, productivity

The sales process



Methods of growth

Introduction to the economy

Technology and business

Stakeholders

Changes in aims and objectives



External influences on business

Legislation and business

Ownership & liability

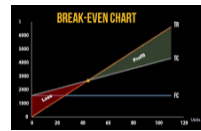
Business location



Understanding business performance



Franchising



Business plans

Sources of finance for growth

Cash flow forecasts

Break even analysis

Revenue, costs and profit

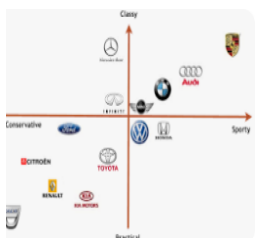
Business calculations

Sources of finance for small businesses

Importance of cash



Business aims & objectives



Market mapping

Marketing Mix

Price

Place

Market research

Competitive environment

Product

Promotion

Marketing mix decisions



Market segmentation

Role of entrepreneurship

Role of enterprise

Why/How ideas come about

Customer needs



welcome



Adding value

Risk and Reward

Dynamic nature of business

