

Business 1: Business Activity, Marketing and People



1. Business Activity:  
Business enterprise and  
Entrepreneurship, Planning and  
Ownership



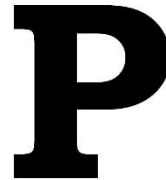
2. Business Activity:  
Aims and Objectives, Stakeholders,  
Growth



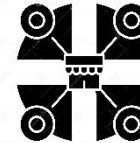
3. Assessment Point:  
Apply your knowledge to past  
exam questions



6. Assessment Point  
Apply your knowledge to  
past exam questions



5. Marketing:  
The marketing mix



4. Marketing:  
The role of marketing, market  
research, market segmentation



7. People:  
Role of HR, structures and  
ways of working,  
communication



8. People:  
Recruitment and selection,  
motivation and retention, training  
and development, employment law



9. Assessment point  
Apply your knowledge to  
past exam questions

*CAREERS: At every available opportunity, teachers will introduce and promote careers links to the topics being studied (See Careers booklets).*

## Business 2: Operations, finance and influences on business



1. Operations:

Production processes, quality, sales process and customer service



2. Operations:

Consumer law, business location, working with suppliers



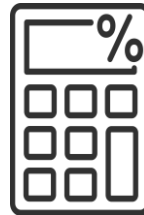
3. Assessment Point

Apply your knowledge to past exam questions



6. Assessment Point

Apply your knowledge to past exam questions



5. Finance:

Revenue, costs, profit and loss, break even, cash flow



4. Finance:

Role of the finance function, sources of finance



7. Influences:

Ethical and environmental considerations, economic climate, globalisation



8. The interdependent nature of business



9. Assessment Point

GCSE Exam Paper 1 and 2

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