GCSE Business Studies at Wyedean School

Price & Pricing Strategies

Place decisions

Profit margins

Income Statements

Further Education

Market Research

Product Life Cycle

E-commerce

Sources of Finance

Cash Flow

Marketing Mix

Section 5 – Marketing

Section 6 – Finance

World of Work & Apprenticeships

Product Portfolio

Product Development

Promotion

Investments

Break Even Analysis

Statement of Financial position

Organisational Structures

Employment contracts

Customer service

Training

Section 4 – Human Resources

11

Section 3 – Business Operations

Quality

Employment contracts

Motivation

Supply Chains

Production

Efficiency

Enterprise

Aims and Objectives

Introduction to finance

Ethics

Environment

Technology

Section 1 – Business in the real world

10

Section 2 – Influences on Business

Why Business Exist

Introduction to ownership

Expansion

Factors of Production

Laws

Interest Rates

Globalisation

Unemployment & consumer spending

Exchange Rates