

Business Studies – Year 11 (GCSE)

Business Operations

Students need to know what business operations involve in the production of goods and services and how this relates to the other functional areas of human resources, marketing and finance. There should also be consideration of how operations will relate to the business and its objectives.

- Production Processes
- The role of procurement
- The concept of quality
- Good customer service

Unit Length – 8 – 9 weeks

Marketing

Students need to know what the role of marketing is within a business and how this relates to the other functional areas of human resources, business operations and finance. There should also be consideration of how marketing will relate to the business and its objectives.

- Identifying and understanding customers
- Segmentation
- The purpose and methods of market research
- Elements of the marketing mix

Unit Length – 11 – 12 weeks

Finance

Students need to know what the role of finance is within a business and how this relates to the other functional areas of business operations, human resources and marketing. There should also be consideration of how finance will relate to the business and its objectives.

- Sources of finance
- Cash flow
- Financial terms and calculations
- Analysing the financial performance of business

Unit Length – 7 – 8 weeks