THE WINSFORD ACADEMY

KS4 GCSE Business Learning Journey

A Level Business
BTEC Business

Exams
Paper 2 Exam
1 ½ hours
edexcel
Paper 1 Exam
1 ½ hours

Revision
Multiple Choice questions
Past papers
Exam techniques

2.5 Making human resource decisions
Motivation
Effective training and development
Effective recruitment methods
Organisational structures

2.4 Making financial decisions
Understanding business performance
Profits and return
Business calculations

2.3 Making operational decisions
The sales process
Managing Quality

2.2 Making marketing decisions
Business operations
Working with suppliers
Product life cycle
Pricing
Distribution methods
Design mix
Promotional strategies
Use of the marketing mix to make business decisions

YEAR 11

2.1 Growing the business
Business and globalisation
Ethics, the environment and business

1.5 Understanding external influences on business
Changes in aims and objectives
External influences
Legislation and business
Business stakeholders
Business plans
Business growth methods
The economy and business
Technology use and business
The marketing mix

1.3 Putting a business idea into practice
Business aims and objectives
Business revenues
Sources of finance

1.4 Making the business effective
The competitive environment
Factors influencing business location
P&L, fixed costs, etc
Break even diagrams
Interest, margin of safety
Options for start-ups
Limited / Unlimited liability
Sole trader
Partnership
PLC

1.2 Spotting a business opportunity
The use of data
Market segmentation
Purpose of market research
Methods of Market research

1.1 Enterprise and Entrepreneurship
Role of enterprise
Why new business ideas come about
Identify customer need
Role of entrepreneurship
Business risk and rewards
How new ideas come about

YEAR 10

welcome