

BUSINESS STUDIES

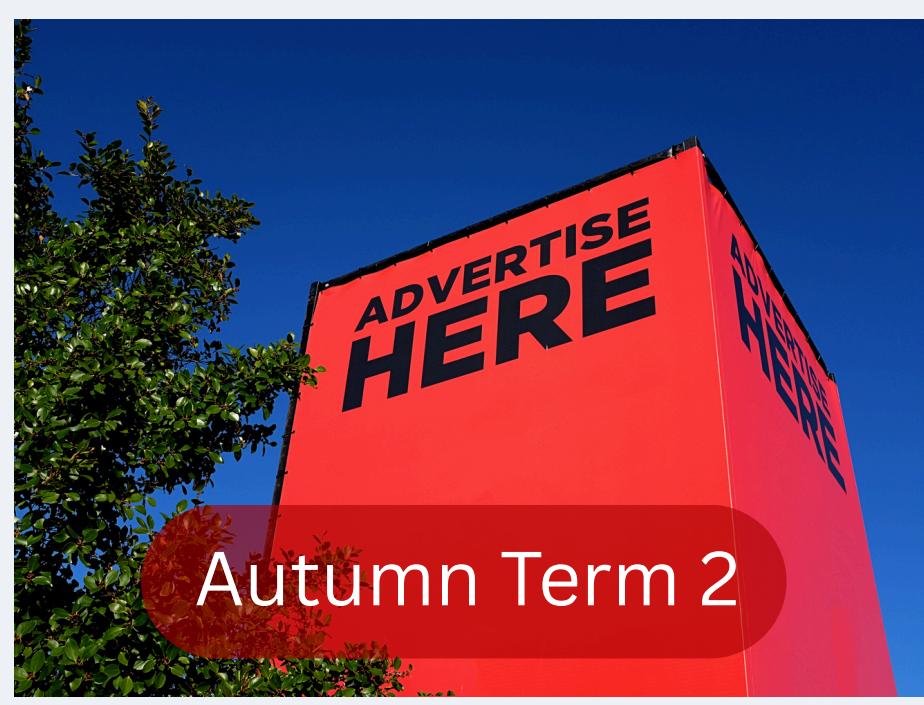
Marketing



Autumn Term 1

The importance of identifying and satisfying customer needs
Types of segmentation
Purpose of market research – Primary, secondary and the methods to collect the research.
How this research can be used to make better business decisions

Marketing



Autumn Term 2

THE marketing mix, THE 4Ps
How to price products, the life cycle of a product, how to promote and advertise it and where is the best place for that product to be sold.

Finance



Spring Term 1

Sources of finance – Raising and sourcing finance.
The importance of cash in a business and understanding Cash flow, making forecasts.
Financial terms and calculations such as the average rate of return, profits and break even.

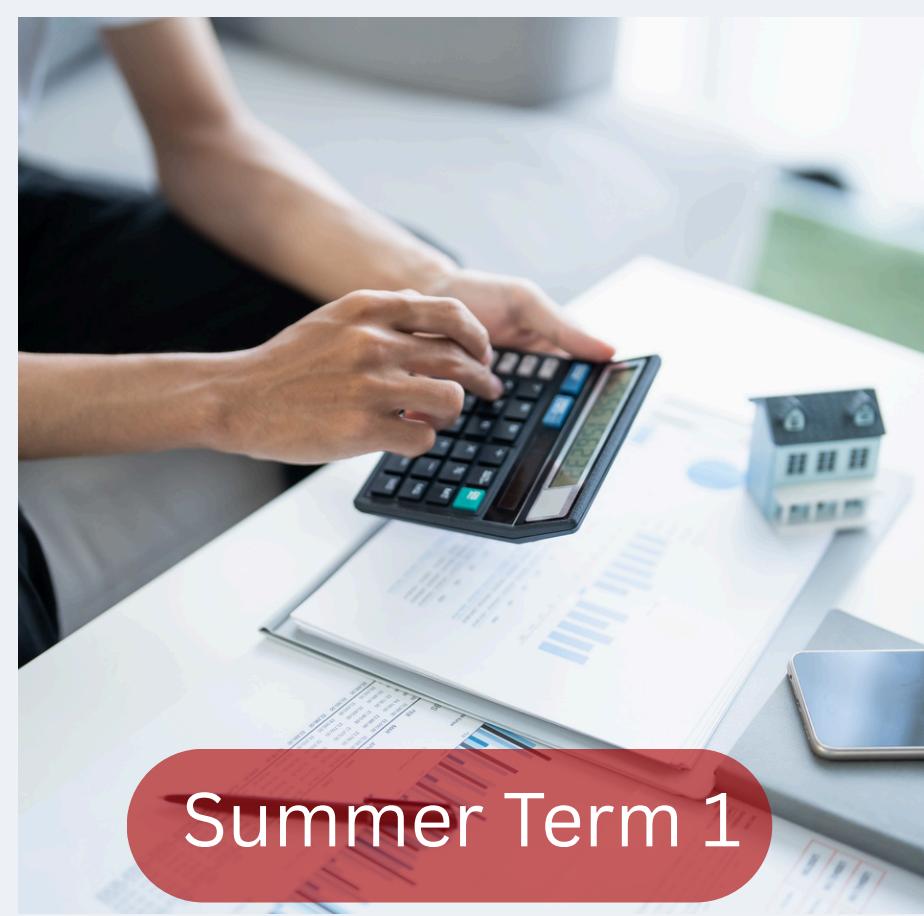
Finance



Spring Term 2

Analysing the financial performance of a business.
Reading and understanding the components that make a financial statement.

Revision and Exam practice



Summer Term 1

Revision & Exam practice
Business in the Real world
Influences on business
Business operations
Human resources
Marketing
Finance