



YEAR 11 LEARNING JOURNEY INFORMATION

BUSINESS STUDIES

Marketing



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



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



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



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

Revision and Exam practice



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