

# GCSE Business Map

**Topics:**

1. Business in the real world	4. Human resources
2. Influences on business	5. Marketing
3. Operations management	6. Finance



1.1 Purpose and nature of businesses	1.2 Business Ownership	1.3 Setting aims and objectives	1.4 Stakeholders	1.5 Business Location	1.6 Business Planning	1.7 Expanding a business
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4.4  
Training



5.1 Identifying and understanding customers	5.2 Segmentation	5.3 The purpose and methods of market research	5.4 The Marketing Mix (4P's)	6.1 Sources of Finance
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2.1  
Influences on Business: Technology

4.3  
Motivating employees

Use your business skills and knowledge in many professions

- Start your own business
- Study A-level Business
- Study Level 3 BTEC Business

6.2  
Cash flow

2.2  
Ethical and environmental considerations

4.2  
Recruitment and selection of employees

Exams:  
Paper 1: Operations and HR  
Paper 2: Marketing and Finance

6.4  
Analysing the financial performance of a business

6.3  
Financial terms and calculations

2.3  
The economic climate on businesses

4.1  
Organisational structures

3.4  
Good customer services

3.3  
The concept of quality

3.2  
The role of procurement

3.1  
Production processes

2.6  
Competitive environment

2.5  
Legislation

2.4  
Globalisation