

Marketing

An introduction into the marketing of a business.

Working in small groups to conduct our own market research on a specified product, gathering information and working together to decide how to show the results in their best light.

Field/Desk Primary/Secondary research

Types of business organisations

Sole traders	Partnerships
Limited companies	Franchise
Co-operatives	Public sector
Public corporations	Central government

Business Environment

An introduction to the aims and objectives in business

Key Features:

Internal Factors
External factors
Stakeholders - PESTEC

S3 Business and IT Knowledge Organiser

Management of operations

Gaining knowledge of the operations of a business

Key features:

Suppliers	Customers
Inventory management	Warehousing issues
Quality/Quantity	Technology
Methods of production	
Ethical & environmental	

Understanding business

Looking at the role of a business within a society

Key Features:

Researching existing businesses to understand factors of production, customer service, ownership, objectives, external factors, internal factors, stakeholders

Management of people

An introduction to the recruitment and selection of employees. Looking at the stages of recruitment, job description, advertising etc.

Types and methods of training eg.
Induction, on the job etc

Motivating and retaining members of staff. How do businesses minimise staff turnover? Financial rewards etc

A look into the legislation behind employing people and technology involved.
Eg. Equality Act, Health & Safety at Work Act, National minimum wage etc

Management of Finance

Advice, knowledge and guidance skills.

Subject	Experience/activity
Sources of Finance	Research suitable finances
Breakeven	Draw breakeven charts
Cash budgeting	Create a personal budget
Income statement	Produce
Technology	Demonstration of different types of ICT to help

Various activities including conducting surveys, working as part of a team, power point presentations in front of the class and taking questions from the floor.

Business Challenge

Form a company that will make a new sustainable product. To include a power point presentation, working as a team.

The challenge will include the creation of new jobs, deciding a charity partner, researching the product, nutritional value, cost, packaging, labelling, profit and loss statement.

Skills for learning, skills for life and skills for work

Numeracy

Employability, enterprise and citizenship

Thinking skills

Course structure

Question paper
and Assignment

Coursework