

GCSE Business



Diploma Business
A level Business or Economics

Finance

- Knowledge
- Analysis
- Financial position (balance sheet)
- Financial statements
- Calculations
- Exam skills
- Income statement (profit and loss)
- Revenue
- Profit
- ARR
- Break-even
- Evaluate
- Application
- Cash flow
- Inflows
- Outflows
- Problems Solutions



Diploma in Financial Studies

Marketing

- Segmentation
- Market research
- Primary
- Secondary
- Skimming
- Penetration
- Cost-plus
- Competitive
- Loss leader
- USP
- Brand
- Portfolio
- Promotion
- Place
- Price
- Product
- Boston matrix
- Product life cycle
- Advertising
- Social media
- Sponsorship
- Sales promotions
- Public relations
- Distributors
- Wholesalers
- Retailers
- E-commerce
- M-commerce
- Sources of finance



Customer service

Logistics and Supply chain management

Operations

- Age
- Income
- Gender
- Location
- Demand
- Competition
- Target market
- JIT
- JIC
- TQM
- Quality control
- Lean
- Kaizen
- Unit cost
- 改善
- Methods of production
- Y11
- Induction
- On the job
- Off the job
- Training
- Interview
- Psychometric tests
- Assessment centres
- Job description
- Person specification
- Application form
- CV
- Letter
- Selection



Human Resources

- Motivation
- Fringe benefits
- Training
- Responsibility
- Management
- Enrichment
- Tall
- Flat
- Chart
- Span of control
- Internal
- External
- Recruitment
- Full time
- Part time
- Zero hours
- Casual
- Being environmental
- Being ethical
- ICT
- E-commerce
- Digital communication
- Price
- Products
- Advertising
- Competitive environment
- Wage
- Salary
- Piece rate
- Commission
- Profit share
- Production
- Incomes and spending
- Employment
- Exchange rates
- Interest rates
- International trade
- Multinational companies
- Legislation
- Employment
- Consumer
- Laws
- Organisation Structure
- Selection

Influences on Business

- Globalisation
- Economic climate
- Traffic, climate, waste, recycling, energy, transport
- Suppliers
- Employees
- Consumers
- Technology
- Location
- Transport
- Raw materials
- Technology
- Business Plans
- Financial forecasts
- Good / service
- Merger
- Takeover
- Stakeholders
- Owners
- Employees
- Community
- Customers
- Competitors
- Suppliers
- Overseas
- Market research
- Expansion
- New stores
- Online
- Franchise
- Reasons for starting a business

Business in the real world

- Aims and Objectives
- LTDs & PLCs
- Changing business environment
- TEEL
- Primary, Secondary and Tertiary sectors
- Factors of production
- CELL
- Purpose and nature of business
- Survival
- Profit
- Growth
- Market share
- Shareholder value
- Customer satisfaction
- Ethical
- Environmental
- Y10

