

# Business

## Learning journey



### Business in the Real World

- Purpose and Nature of Business
- Ownership
- Aims and Objectives
- Stakeholders
- Business Location
- Business Planning
- Business Growth

Unit 1

### Business Operations

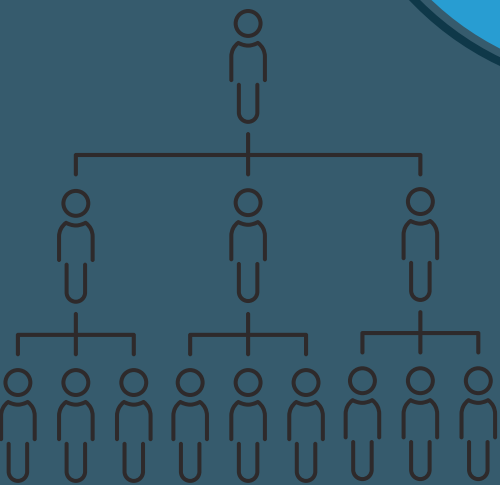
- Production Processes
- Procurement
- Quality
- Customer Service



Unit 3

### Human Resources

- Organisational Structures
- Recruitment
- Motivation
- Training



Unit 4

### Marketing

- What is marketing?
- Segmentation
- Market Research
- Product
- Price
- Place
- Promotion



Unit 5

### Finance

- Sources of finance
- Cash Flow
- Financial terms and calculations
- Financial Statements



Unit 6

### Influences on Business

- Technology
- Ethics
- Environment
- Legislation
- Competitive Environment
- Economic Climate



Unit 2

YOUR JOURNEY CONTINUES POST 16!  
ECONOMICS OR BUSINESS?

