

**Subject: GCSE Business (9-1) Theme 2 Year Group: 11**

**Term One:**

**2.1 – Growing the business**

Business growth, changes in business aims and objectives, business & globalization, ethics, the environment and business

**2.2 Making Marketing decisions**

Product, place, price promotion, using the marketing mix to make business decisions

**Term Two:**

**2.3 Making Product Decisions**

Business operations, working with suppliers, managing quality, the sales process,

**2.4 Making Financial Decisions**

Business calculations, understanding business performance

**Term Three:**

**2.5 Making people decisions**

Organisational structures, effective recruitment, effective training & development, motivation

**Revision and preparation for Theme 1 (50%) exam and Theme 2 (50%) exams**

**to be sat in summer**

