

AQA BUSINESS STUDIES GCSE OUTLINE STARTING SEPTEMBER 2009

Unit 1 – Setting up a Business

1. Starting a Business

1.1

Starting a Business Enterprise

- sources of business ideas
- looking for a gap in the market
- identification of a product or market niche
- reasons for starting a business
- franchises

1.2

Setting Business Aims & Objectives

- types of business aims and objectives
- purpose of setting objectives
- using business objectives to measure success
- influence of stakeholders on business objectives

1.3

Business Planning

- the purpose of business planning
- the main sections within a business start-up plan
- uncertainty and risk for start-up businesses

1.4

Choosing the Appropriate Legal Structure for the Business

- sole trader
- partnership
- private limited company (ltd)

1.5

Choosing the Location of the Business

- factors influencing start-up location decisions

2. Marketing

2.1

Conducting Market Research with Limited Budgets

- reasons for conducting market research
- market research methods

2.2

Using the Marketing Mix

- elements of the marketing mix
- selecting an appropriate marketing mix for a small business
- the use of ICT in assisting international marketing

3. Finance

3.1

Finance and Support for a Small Business

- sources of finance
- sources and types of advice available to small businesses

3.2

Financial terms and Simple Calculations

- basic financial terms
- calculating profit and loss

3.3

Using Cash Flow

- interpreting simple cash flow statements
- the importance of cash flow statements
- identifying solutions to cash flow problems

4. People in Businesses

4.1

Recruiting

- the need for recruitment
- recruitment methods
- remuneration
- monetary and non-monetary benefits

4.2

Motivating Staff

- benefits to the business of motivated staff
- methods of motivation used by small businesses

4.3

Protecting Staff through Understanding Legislation

- equal pay and minimum wage laws
- discrimination
- employment rights
- health and safety

5. Operations Management

5.1

Production methods for Manufacturing and Providing a Service

- methods of production
- efficiency and technology
- quality issues

5.2

Customer Service

- importance of customer service
- consumer protection
- impact of ICT

Unit 2 – Growing as a Business

1. The Business Organisation

1.1

Expanding a Business

- benefits and risks of expansion
- methods of expansion
- conflict between stakeholders

1.2

Choosing the Right Legal Structure for the Business

- private limited companies (Ltd)
- public limited companies (plc)

1.3

Changing Business aims and Objectives

- reasons for changing aims and objectives as businesses grow
- ethical and environmental considerations

1.4

Choosing the Best Location

- the importance of location to growing businesses
- issues relating to overseas location

2. Marketing

2.1

The Marketing Mix – Product

- product portfolio/mix
- product life cycle

2.2

Using the Marketing Mix – Price

- pricing decisions for growth
- factors affecting pricing decisions

2.3

Using the Marketing Mix – Promotion

- promotional activities to enable growth
- selecting the promotional mix

2.4

Using the Marketing Mix – Place

- channels of distribution to enable growth
- selecting channels of distribution

3. Finance

3.1

Finance for Large Businesses

- sources of finance available
- appropriateness of the sources

3.2

Profit and Loss Accounts and Balance Sheets

- purpose of financial statements
- components of financial statements
- interpretation of data given on financial statements

4. People in Business

4.1

Reorganising Organisational Charts and Management Hierarchies

- internal organisational structures
- appropriateness of centralisation/decentralisation for growing businesses

4.2

Recruitment and Retention of Staff

- the staff recruitment process
- appraisal and training
- methods of motivation
- retention of staff

5. Operations Management

5.1

Production Methods for Growing Businesses

- use of flow production
- efficient production methods
- lean production techniques

5.2

Recognising Challenges of Growth

- advantages of growth
- disadvantages of growth

5.3

Maintaining Quality Assurance in Growing Businesses

- Identifying quality problems
- Methods of maintaining consistent quality

Unit 3 – Investigating Businesses

This task will be set as part of a controlled assessment unit. Work must be each candidate's own individual response and must be produced under controlled conditions. The controlled assessment is 25% of the GCSE marks.

Unit 1 will be assessed by a written paper (1 hour) and is 40% of the GCSE marks.

Unit 2 will be assessed by a written paper (1 hour) and is 35% of the GCSE marks.