

BUSINESS

WHAT IS BUSINESS?

What do the following words mean to you?

Enterprise, stakeholder, loan, marketing, globalisation?

WHO AM I?



What do you learn in Business?

- ▶ This is an interesting subject that covers 7 main areas:
- ▶ Unit 1: Business Activity
- ▶ Unit 2: Marketing
- ▶ Unit 3: People
- ▶ Unit 4: Operations
- ▶ Unit 5: Finance
- ▶ Unit 6: Influences on Business
- ▶ Unit 7 :The Interdependent nature of Business

PEOPLE

- ▶ Application Forms
- ▶ CVs
- ▶ Mock Interviews
- ▶ Leadership/Management skills
- ▶ Employment Law

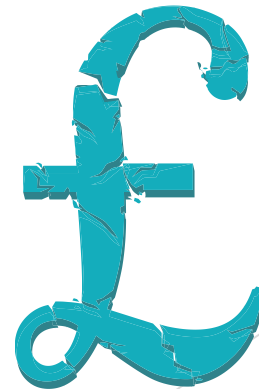


MARKETING

- ▶ Pupils will develop their own business idea and do some research (questionnaire) and also do a group presentation on the Marketing Mix.



SALE!



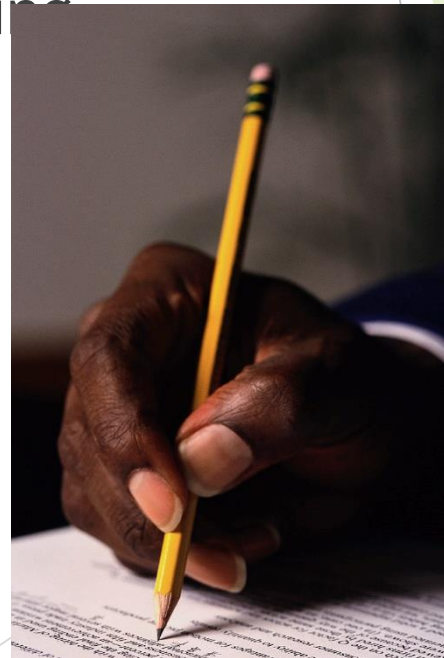
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FINANCE

- ▶ Cash Flow Statement
- ▶ Sources of Finance
- ▶ Profit and Loss Account
- ▶ Ratio Analysis
- ▶ Break-even

EXAMINATIONS

- ▶ PAPER 1 (Business Activity, Marketing and People)
- ▶ PAPER 2 (Operations, Finance and influences on Business)
- ▶ Both papers have an equal weighting of 50%



**COME AND LEARN USEFUL
LIFE SKILLS!**

