



PARK HALL ACADEMY

INDEPENDENT LEARNING

Supporting development

SPRING TERM

Subject (GCSE/BTEC & subject & KS)

GCSE Business Studies

Unit title and main topics/themes

Unit 3

Marketing

- Marketing & Market Research
- Product trial & repeat purchase
- Product life cycle
- The Boston Matrix
- Branding and differentiation
- Building a successful marketing mix

Meeting Customer needs

- Design and Research & Development
- Managing stock & quality
- Cost-effective operations
- Effective customer service & Consumer protection

Effective Financial Management

- How to improve cash flow and profit
- Break-even
- Financing growth

Effective People Management

- Organisational structure & motivation
- Communication & Remuneration

The Wider World

- Ethics in business & Environment
- Economic issues affecting trade
- The government and the EU

Basic/general description of homework set

Exam style questions that are topic related

Longer answer questions testing analysis and evaluation skills

Course details – exam board, website, other useful resources, dates/months of exams

Edexcel GCSE in Business Studies (2BS01)