

Business Studies (GCSE)

Welcome to the Business Studies Therapies. Please follow the links in the Therapy section below to access the resources.

The areas of development are:	Therapy
<ul style="list-style-type: none"> explaining how a business operates in the real world by analysing business ownership and the purpose of setting up a business using aims and objectives 	<ul style="list-style-type: none"> CGP GCSE AQA Business for the grade 9-1 course book: Business in the Real World, pages 2-18
<ul style="list-style-type: none"> understanding the importance of business planning and opportunities which can be created for an expanding business 	<ul style="list-style-type: none"> CGP GCSE AQA Business for the grade 9-1 course book: Influences on Business, pages 19-31
<ul style="list-style-type: none"> identifying business terminology and how business activity can influence a business 	<ul style="list-style-type: none"> CGP GCSE AQA Business for the grade 9-1 course book: Business Operations World, pages 32-41
<ul style="list-style-type: none"> understanding how a business operates day to day; such as production of products and services, and how a business communicates with their customers 	<ul style="list-style-type: none"> CGP GCSE AQA Business for the grade 9-1 course book: Human Resources, pages 42-52
<ul style="list-style-type: none"> developing problem solving and decision making skills when operating in the Human Resource function of a business 	<ul style="list-style-type: none"> CGP GCSE AQA Business for the grade 9-1 course book: Marketing World, pages 53-70
<ul style="list-style-type: none"> understanding the importance of identifying and satisfying customer needs 	<ul style="list-style-type: none"> BBC Bitesize Website: Business Studies, Customer Service. Revise the importance of identifying the satisfying customers need and make revision notes
<ul style="list-style-type: none"> explaining the advantages and disadvantages of market segmentation and recommending suitable ways in which the markets for various products can be segmented and targeted 	<ul style="list-style-type: none"> tutor2u website: Market Segmentation. Make revision notes on market segmentation
<ul style="list-style-type: none"> analysing different market research methods which involve collecting and analysing market data in order to provide goods and services that meet the customer's needs in a particular market 	<ul style="list-style-type: none"> BBC Bitesize Website: Business Studies, Market Research. Revise market research
<ul style="list-style-type: none"> understanding the importance of the elements of the marketing mix: price, product, promotion and place (4Ps) 	<ul style="list-style-type: none"> CGP GCSE AQA Business for the grade 9-1 course book: Marketing Mix, pages 53
<ul style="list-style-type: none"> explaining the different consequences of quality issues, such as methods of maintaining consistent quality: Total Quality Management (TQM) and costs and benefits of maintaining quality 	<ul style="list-style-type: none"> BBC Bitesize Website: Business Studies, Production. Revise product production