

Business Studies Topics

Syllabus content at a glance:

Section	Topics
1. Understanding business activity	<ul style="list-style-type: none">• Business activity• Classification of businesses• Enterprise, business growth and size• Types of business organisation• Business objectives and stakeholder objectives
2. People in business	<ul style="list-style-type: none">• Motivating workers• Organisation and management• Recruitment, selection and training of workers• Internal and external communication
3. Marketing	<ul style="list-style-type: none">• Marketing, competition and the customer• Market research• Marketing mix• Marketing strategy
4. Operations management	<ul style="list-style-type: none">• Production of goods and services• Costs, scale of production and break-even analysis• Achieving quality production• Location decisions
5. Financial information and decisions	<ul style="list-style-type: none">• Business finance: needs and sources• Cash-flow forecasting and working capital• Income statements• Balance sheets• Analysis of accounts
6. External influences on business activity	<ul style="list-style-type: none">• Government economic objectives and policies• Environmental and ethical issues• Business and the international economy