

Welcome to Business



Course Structure

- **Business (AQA)**

Business in the real world

Influences on a business

- **Paper 1: Influences of operations and HRM on business activity -50%**
- **Paper 2: Influences of marketing and finance on business activity – 50%**



Content

- Growth/setting up abroad/globalisation/exchange rates



Content

- Organisations – their aims, objectives and structures

MARKS &
SPENCER

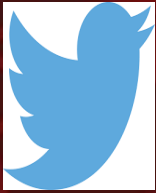


極度乾燥(しなさい)
Superdry.



John Lewis

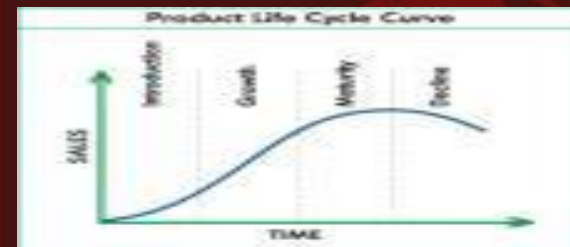




Content



- Marketing; what to make, the price to sell at, how to promote etc.



Content

- Human Resources ; how to recruit, motivate, dismiss, pay staff etc.



Content

- Production; where to locate, what production method to choose, using technology etc.



Content

- Finance; where to raise finance, how to tell if the company is doing well, what to do with profit etc.



Enrichment

- Trip to JCB
- Business Challenges at Manchester University
- Guest Speakers



After GCSE...

- A level
- Business
- Economics



Questions / More information

- Options booklet
- See a member of the Business/Economics department
 - Miss Platt

