

GCSE Business Learning Journey Year 11

Operations and Human Resources Management
Examining operational management by focusing on meeting customer needs through the design, supply, quality and sales decisions a business makes. Examining how growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.

Start of Year 11

Review year 10 Hinge Learning

Internal Growth

External Growth

Types of Ownership for growth

Growing a Business

Internal Sources of finance for growth

External Sources of finance for growth

Impact of Globalisation

Competing Internationally

Product – The Product life cycle

Price – Pricing Strategies

Promotion – Strategies

Promotion – Technology and Promotion

Place – Retail

Making Marketing Decisions

Changes in aims and objectives



Barriers to International Trade

Ethical and Environmental considerations

Impact of pressure groups on the marketing mix

Product – Design Mix

Product - Differentiation

Price – Influences on Pricing strategies

Place – E-tailing

Competitive Advantage and the Marketing Mix



Making Operational Decisions

Using profit as a measure of performance

Net Profit (Calculation)

Gross Profit (Calculation)

Making Financial Decisions



Gross profit margin (Calculation & Interpretation)

Average Rate of Return (Calculation & Interpretation)

Importance of effective Communication

Different Ways of working

The recruitment process

Importance of employee motivation

The Sales Process

Managing Stock

Impact of Technology on production

Understanding business operations

Using the Marketing Mix to make decisions

Making Human Resources Decisions

Net Profit Margin (Calculation & interpretation)

Understanding business performance

Organisational Structures

Barriers to effective communication

Impact of technology of ways of working

Effective Training and Development

Methods of employee Motivation

A-Level Business

L3 BTEC Enterprise

Alternative Level 3

Next Steps

