AQA (9-1) GCSE Business Studies (8132)	
Both papers - Business in the real world & Influences on business	
Section	**Key things to learn**
The purpose and nature of businesses	☐ What a business is and the reasons why a business is set up ☐ Functions of business ☐ Type of business ☐ Goods and services ☐ Factors of production: land, labour, capital and enterprise ☐ Opportunity cost ☐ Business sectors: primary, secondary and tertiary ☐ Enterprise and the role of entrepreneurs in starting businesses ☐ Objectives, characteristics and skills of successful entrepreneurs ☐ Dynamic nature of business and its changing environment: technology, the economy, legislation and environmental considerations.
Business ownership	☐ The different options for a start-up and established businesses ☐ Sole traders, partnerships, private limited companies, public companies, not-for-profit organisations ☐ Advantages and disadvantages of each legal structure ☐ Importance of limited liability
Setting business aims and objectives	☐ Common aims and objectives ☐ How objectives help management run the business ☐ Relationships between business objectives and business operation ☐ Choice of business objectives and why they change ☐ Non-financial objectives
Stakeholders	☐ Who stakeholders are ☐ Stakeholder objectives and relationship to business operation ☐ Stakeholder conflict
Business location	☐ Factors that influence where a business is located

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Section	**Key things to learn**
Business planning	☐ Purpose of business planning ☐ Main sections of a start-up business plan ☐ Benefits and drawbacks of business planning ☐ Difference between variable, fixed and total costs Concepts of revenue, costs, profit and loss
Expanding a business	☐ Why businesses grow ☐ Internal and external methods of growth ☐ Economies and diseconomies of scale ☐ Calculation of average unit costs and importance of this calculation
Technology	☐ The impact of changing use of ICT ☐ E commerce and how it allows access to wider markets ☐ Digital technology and digital communication ☐ Digital communication in relation to stakeholders
Ethical and environmental considerations	☐ Ethical behaviour ☐ Ethical considerations versus profit ☐ Environmental considerations ☐ Costs and benefits of environmental responsibility ☐ Sustainability
Economic climate	☐ How interest rate changes affect businesses ☐ How employment levels affect businesses ☐ Income levels and their effect on demand for products and services
Globalisation	☐ How UK businesses compete internationally ☐ Exchange rates and their impact

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Both papers - Business in the real world & Influences on business	
Section	**Key things to learn**
Legislation	☐ The impact of legislation on businesses ☐ Employment law ☐ Health and safety law ☐ Consumer law
Competitive environment	☐ Market competition and its impact ☐ Uncertainty and risks

Just paper 1 – Business operations and human resources	
Section	**Key things to learn**
Production processes	☐ Methods of production: job and flow Increasing efficiency ☐ Lean production & Just-in-time
The role of procurement	☐ Stock management ☐ Just in time versus just in case ☐ Choice of suppliers ☐ Effects of procurement and logistics ☐ Efficiency and cost reduction versus quality ☐ Supply chain management
The concept of quality	☐ Customer expectations of quality ☐ Measuring quality and identifying quality problems ☐ Total quality management ☐ Cost and benefits of quality
Good customer services	☐ Sales process and methods of good customer service ☐ Benefits of good customer service ☐ Dangers of poor customer service ☐ Use of ICT in achieving good customer service
Organisational structures	☐ Different organisational structures and their appropriateness ☐ Roles and responsibilities within an organisation ☐ Relevance and use of spans of control, chains of command, delayering and delegation ☐ Relationships between organisational structures and effective management and communication including centralisation and decentralisation
Recruitment and selection of employees	☐ Methods of recruitment, internal versus external ☐ The stages of the recruitment process ☐ The benefits of effective recruitment ☐ Job contracts including part time, full time, job share and zero hours

Motivating employees	☐ Benefits of motivation ☐ Financial and non-financial methods of motivation
Training	☐ Benefits of training ☐ Methods of training including induction, on the job and off the job training

Just paper 2 – Marketing and finance	
Section	**Key things to learn**
Understanding customers	☐ Satisfying customer needs
Segmentation	☐ Benefits and methods of segmentation
Purpose and methods of market research	☐ Reasons why market research is conducted ☐ Qualitative versus quantitative market research ☐ Methods and techniques ☐ Data interpretation and presentation ☐ Market size versus market share
Elements of the marketing mix: price, product, promotion and place (4Ps)	☐ Pricing methods ☐ Factors affecting pricing decisions ☐ New product development ☐ Product design and product differentiation ☐ Product life cycle and extension strategies ☐ Product portfolio and the Boston Matrix ☐ Promotional methods ☐ Benefits and drawbacks of promotional methods ☐ Factors affecting promotional decisions ☐ Channels of distribution ☐ Appropriateness of different channels of distribution ☐ E-commerce and m-commerce ☐ Benefits and drawbacks of using e-commerce and m-commerce ☐ Choosing a marketing mix
Sources of finance	☐ Sources of internal and external finance for new and existing businesses ☐ Advantages and disadvantages of different sources of finance ☐ Choosing the most effective finance source
Cash flow	☐ Importance of cash flow to a business

	☐ Cash versus profit ☐ Completion and understanding of cash flow forecasts ☐ Causes and solutions to cash flow problems
Financial terms and calculations	☐ Difference between variable, fixed and total costs ☐ Calculating revenue, costs and profit ☐ Investment measures including average rate of return ☐ Understanding and evaluating break-even calculations ☐ Interpreting break-even charts, identifying break-even points and the margin of safety
Analysing financial performance	☐ Understanding the components and purpose of financial statements ☐ Being able to interpret and compare financial statements and relate to decision making ☐ Calculate and interpret gross and net profit margins