

YEAR

11

Operations

How does a business choose its location?

How does the law protect a consumer from being ripped off?

What are the different ways we can sell our products and services?

How can production make use of robotics and automation?

How can we train workers to produce their best work?

How do businesses select the right employees?

How does a business choose its suppliers and get them on time?

What rights does a consumer have?

How do we provide great customer service?

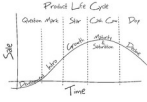
How can we ensure high quality products are produced?

What are the different ways a business can produce its products?

How does employment law protect employees?

How can we motivate employees to work their hardest and produce their best work?

How can businesses find employees?



What is the product life cycle?

What are the 4 stages of the life cycle?

How can we persuade customers to buy our products?



How are people in businesses organized?

What are the different hours that people can work?

What are the different pricing strategies that a business can use?

Why is it so important to choose the price of a product so carefully?

Marketing

What are "The 4 P's"?



How can we deliver our products to the customer?

Why is design and innovation so important?



What is the purpose of the Human Resources Function?

How are people held responsible for their decisions?

How are people paid?

How do employees communicate with each other?



What are the different methods of market research?

How do businesses grow?

What is a stakeholder?



What should a good business aim to achieve?



What are the different ownership structures?



What are the risks and rewards in setting up a business?

What is an enterprise?



Business Activity

How can we segment a market and why is it useful?

What is the purpose of marketing?

What is market segmentation?

Why do different business have different aims?

What is liability and why is it important?

What should be included in a Business Plan?

What makes an effective entrepreneur?



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