

## Topic List

<b>Starting a business 1.1</b>	<b>Growing a business 2.1</b>
What is a business?	Expanding a business
Finding a gap in the market	Methods of expansion
Franchises	Conflict between stakeholders
Business objectives	Choosing the right legal structure
Business stakeholders	Changing aims and objectives
Business plans	Social costs and benefits
Business risk	Regional Location
Legal structures (Sole trader and partnership)	International location
Locating the business	
<b>1.2 Marketing</b>	<b>2.2 Marketing</b>
Market research	Product
Product	Price
Price	Place
Place	Promotion
Promotion	
<b>1.3 Finance</b>	<b>2.3 Finance</b>
Financial support for small businesses	Finance for large businesses
Financial calculations	Profit and Loss Accounts
Cash flow and using cash forecasts	Balance sheets
<b>1.4 People in Business</b>	<b>2.4 People in Business</b>
People in business: recruiting	Organisational structure
Rewarding employees	Recruitment of staff
Motivating staff	Training and appraisal
Protecting staff through legalisation	Motivating and retaining staff
<b>1.5 Operations</b>	<b>2.5 Operations</b>
Production methods (Job and Batch)	Production methods
Operational efficiency	Recognising challenges of growth
Production and technology	Quality assurance
Production and quality	
Customer service	
Consumer protection	
Impact of ICT on businesses	