



# Business Learning Journey



Highsted  
Grammar School



You will conclude your course by applying your knowledge on the internal and external business influences.

*You will learn, explore, study, experiment and adapt your learning to be original in your business creativity.*

To what extent is price the most important element of the marketing mix.

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*You will learn to fully understand business jargon when reading the financial news.*

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*In the Business department you get to understand the various influences upon an organisation including the political, economic, and technological influences.*

Recommend whether the business should use pricing skimming or price penetration for the launch of its new products.

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*In the business department you get to understand the various functions within an organisation including Marketing, Finance, Operations and HR.*

Recommend whether Zoopla should be a Private Limited Company or a Public Limited Company.

*In the business department you get to extend your analytical and evaluative skills when faced with different business contexts.*

Business Ownership Forms: Sole Trader, Partnerships, Limited and PLCs  
Business Location, Business Planning, Business Expansion

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