

GCSE Business Learning Journey

Edexcel GCSE (9-1) Business

Progression to
next stage of
learning –
A Level Business

GCSE Exam
Theme 1: Investigating
small business 50%
Theme 2: Building a
business 50%

**Making human resource
decisions**
Organisational structures
Effective recruitment
Effective training and
development
Motivation

**Making financial
decisions**
Business calculations
Understanding business
performance

Key Concept: National and Global business contexts and the interdependent nature of business which underpin business decisions.

Making marketing decisions
Product
Price
Promotion
Place
Using the marketing mix to make
business decisions

Making operational decisions
Building operations
Working with suppliers
managing quality
The sales process

Year
II

Key Concept: Examining how a business develops beyond the start up phase, including issues and decisions used to grow a business.

Growing the business
Business growth
Changes in business aims and
objectives
Business and globalisation
Ethics, the environment and
business

**Understanding external
influences on business**
Business stakeholders
Technology and business
Legislation and business
The economy and business
External influences

Key Concept: The interdependent nature of business activity through interactions between operations, finance, marketing and human resources.

**Putting a business idea into
practice**
Business aims and objectives
Business revenues, costs and
profits
Cash and cash flow
Sources of business finance

**Making the business
effective**
The options for startup and small
business
Business location
The marketing mix
Business plans

Key Concept: Explore local and national business contexts, developing an understanding of the impact of business behaviour and decisions.

**Spotting a business
opportunity**
Customer needs
Market research
Market segmentation
The competitive
environment

**Enterprise and
entrepreneurship**
The dynamic nature of
business
Risk and Reward
The role of business
enterprise

Year
IO

Key Concept: Issues and skills involved in starting and running a small business through the lens of an entrepreneur setting up a business