

EDEXCEL GCSE BUSINESS YOUR LEARNING JOURNEY

KNOWLEDGE → APPLICATION → ANALYSIS → EVALUATION

Real skills.
Real business.
A brighter future.

Explore how businesses work, make decisions and create value in the real world.

LEARN • APPLY • THINK • ACHIEVE

YEAR 10 > Build your foundations

Learn key business concepts, explore how businesses operate and develop your understanding of the business world.

YEAR 11 > Apply, analyse & evaluate

Use your knowledge to solve problems, analyse data and make informed decisions about real businesses.



THEME 1: INVESTIGATING SMALL BUSINESS

- 1.1 Enterprise and entrepreneurship**
 - Dynamic nature of business
 - Risk and reward
 - Role of business enterprise
- 1.2 Spotting a business opportunity**
 - Customer needs
 - Market research
 - Market segmentation
 - Competitive environment
- 1.3 Putting a business idea into practice**
 - Business aims and objectives
 - Business revenues, costs and profits
 - Cash and cash flow
 - Sources of business finance
- 1.4 Making the business effective**
 - Business plans
 - Business ownership
 - Location
 - Marketing mix
 - Business stakeholders
- 1.5 Understanding external influences on business**
 - Technology
 - Legislation
 - Economy
 - External influences



THEME 2: BUILDING A BUSINESS

- 2.1 Growing the business**
 - Methods of growth
 - Changing aims and objectives
 - Globalisation
 - Ethics and environment
- 2.2 Making marketing decisions**
 - Product
 - Price
 - Promotion
 - Place
 - Using the marketing mix
- 2.3 Making operational decisions**
 - Business operations
 - Working with suppliers
 - Managing quality
 - Sales process
- 2.4 Making financial decisions**
 - Business calculations
 - Understanding business performance
- 2.5 Making human resource decisions**
 - Organisational structures
 - Recruitment and selection
 - Training
 - Motivation



REVISE & PRACTISE

- ✓ **Case studies**
Apply your knowledge to real business examples and scenarios.
- ✓ **Calculations**
Use business data to carry out calculations (e.g. profit, percentage, ratios, break-even).
- ✓ **Data interpretation**
Analyse and draw conclusions from business data (e.g. tables, charts, graphs).
- ✓ **Extended answers**
Use chains of reasoning and justified conclusions to explain and evaluate business issues.

EXAMS & YOUR FUTURE



EXAM SUCCESS

- ✓ Understand the key content
- ✓ Apply your knowledge to real business contexts
- ✓ Use data and evidence
- ✓ Write clear, structured extended answers



2 EXAM PAPERS

Paper 1: Investigating Small Business (Theme 1)
90 marks • 50% of qualification • 1 hour 45 minutes

Paper 2: Building a Business (Theme 2)
90 marks • 50% of qualification • 1 hour 45 minutes



REAL-WORLD
CONTEXTS



BUSINESS
CALCULATIONS



INDEPENDENT
THINKING



BETTER
DECISIONS



FUTURE
OPPORTUNITIES

Your business
journey starts here