

## GCSE Business

In line with the advanced notification, we are focusing our revision and exam practice with the topics indicated by the exam board. Students' responses to individual questions may draw upon other areas of specification content where relevant, and credit will be given for this where appropriate. Students will not be disadvantaged if solely using the areas indicated in the list below. Students can draw upon knowledge, skills and understanding from across the specification when responding to synoptic questions, and again credit will be given where this occurs beyond the content listed.

### Outline of topics

#### Paper1 topics:

##### Topic 1.1 Enterprise and entrepreneurship

###### 1.1.2 Risk and reward

###### 1.1.3 The role of business enterprise

##### Topic 1.2 Spotting a business opportunity

###### 1.2.2 Market research

###### 1.2.3 Market segmentation

##### Topic 1.3 Putting a business idea into practice

###### 1.3.1 Business aims and objectives

###### 1.3.2 Business revenues, costs and profits

###### 1.3.3 Cash and cash-flow

###### 1.3.4 Sources of business finance

##### Topic 1.4 Making the business effective

###### 1.4.1 The options for start-up and small business

###### 1.4.2 Business location

###### 1.4.3 The marketing mix

##### Topic 1.5 Understanding external influences on business

###### 1.5.1 Business stakeholders

###### 1.5.2 Technology and business

###### 1.5.3 Legislation and business

###### 1.5.4 The economy and business

###### 1.5.5 External influences

Calculations in a business context, including:

- percentages and percentage changes
- revenue, costs and profit
- cash-flow forecasts, including total costs, total revenue and net cash flow

#### Paper 2:

##### Topic 2.1 Growing the business

###### 2.1.1 Business growth

###### 2.1.3 Business and globalisation

###### 2.1.4 Ethics, the environment and business

## Topic 2.2 Making marketing decisions

2.2.1 Product

2.2.3 Promotion

2.2.4 Place

2.2.5 Using the marketing mix to make business decisions

## Topic 2.3 Making operational decisions

2.3.1 Business operations

2.3.2 Working with suppliers

2.3.4 The sales process

## Topic 2.4 Making financial decisions

2.4.1 Business calculations

2.4.2 Understanding business performance

## Topic 2.5 Making human resource decisions

2.5.1 Organisational structures

2.5.4 Motivation