

Edexcel GCSE

1BS0 (9-1) Specification map

Theme 1: Investigating small business

		Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6	Unit 7	Unit 8	Unit 9
Enterprise and entrepreneurship										
1.1.1	The dynamic nature of business	✓								
1.1.2	Risk and reward	✓								
1.1.3	The role of business enterprise and entrepreneurship	✓								

Spotting a business opportunity

1.2.1	Customer needs		✓							
1.2.2	Market research		✓							
1.2.3	Market segmentation		✓							
1.2.4	The competitive environment		✓							

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			✓						

Making the business effective

1.4.1	The options for start-up and small businesses				✓					
1.4.2	Business location				✓					
1.4.3	The marketing mix				✓					
1.4.4	Business plans				✓					

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					✓				

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Theme 2: Building a business

		Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Unit 6	Unit 7	Unit 8	Unit 9
Growing the business										
2.1.1	Business growth						✓			
2.1.2	Changes in business aims and objectives						✓			
2.1.3	Business and globalisation						✓			
2.1.4	Ethics, the environment and business						✓			

Making marketing decisions

2.2.1	Product							✓		
2.2.2	Price							✓		
2.2.3	Promotion							✓		
2.2.4	Place							✓		
2.2.5	Using the marketing mix to make business decisions							✓		

Making operational and financial decisions

2.3.1	Business operations								✓	
2.3.2	Working with suppliers								✓	
2.3.3	Managing quality								✓	
2.3.4	The sales process								✓	
2.4.1	Business calculations								✓	
2.4.2	Understanding business performance								✓	

Making human resource decisions

2.5.1	Organisational structures									✓
2.5.2	Effective recruitment									✓
2.5.3	Effective training and development									✓
2.5.4	Motivation									✓