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## Dear friends and colleagues

Our multi-award-winning ClearRevise® series launched in the summer of 2020 and since then has grown to over 35 titles covering most of the popular GCSE choices. This year, we have added more support for Enterprise, PE, Geography, History and English. The guides provide a more accessible and approachable revision experience, with examination style questions, model answers and specification transparency at their heart. The series has been exceptionally well received by teachers, students and their parents so we have committed to developing the range to support more courses. If there is anything else you would like to see, please let us know.

If you've not seen a copy of the award-winning GCSE Business or Enterprise guides, just ask us and we can send you one. As the popularity of these bright and handy guides increases, we are confident that it will soon become a favourite with your students as well.

The new BTEC and Cambridge National enterprise qualifications have provided an opportunity to develop valuable teaching materials to support delivery of these courses by new and non-specialist teachers, as well as those hard-pressed for time to develop their own high-quality resources. With complete exam-style support for teaching, homework solutions and assessment, we are delighted that these resources have also been recognised by Pearson for their endorsement.

I wish you all the best for the next academic year,



Rob Heathcote  
Director



Winner Free Digital Content App 2023  
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Secondary Content Finalist 2016, 2019



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Educational Publisher of the Year 2023  
Small Press of the Year Shortlist 2023  
Educational Publisher of the year 2018



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### Revision – 2022 Secondary Resources of the Year!

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## About our new teaching units

We have given a lot of thought to the best strategy to help both experienced, time pressed HODs and teachers unfamiliar with the subject to deliver the GCSE and Enterprise courses with confidence.

We decided that a 'pick and mix' approach that allows teachers to select units on topics where they feel they could do with some help, and does not tie the school in to paying an annual licence was best. We recruited successful teachers, experienced examiners and teachers who are ex-industry professionals to create units. Each unit has been carefully edited and typeset to give the great end results you can see in the **free** sample material.

### Each editable teaching unit comprises:

- An overview of the unit specifying the new attainment targets covered in the unit, learning outcomes and suggested resources
- A detailed lesson plan for each lesson, with help and explanations for less experienced teachers
- A PowerPoint presentation for each lesson
- Worksheets to accompany all lessons, which students can complete in class
- Examination-style homework and end-of-unit assessment

## How to order:

Our online ordering facility is designed to accept school purchase order numbers.

1. Add individual units or books to an online order.
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# A complete teaching Toolkit

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We spend over 50 hours working on every lesson; more time than any teacher could physically spend on getting everything just so.

## BTEC Level 1/2 Pearson BTEC Tech Award in Enterprise

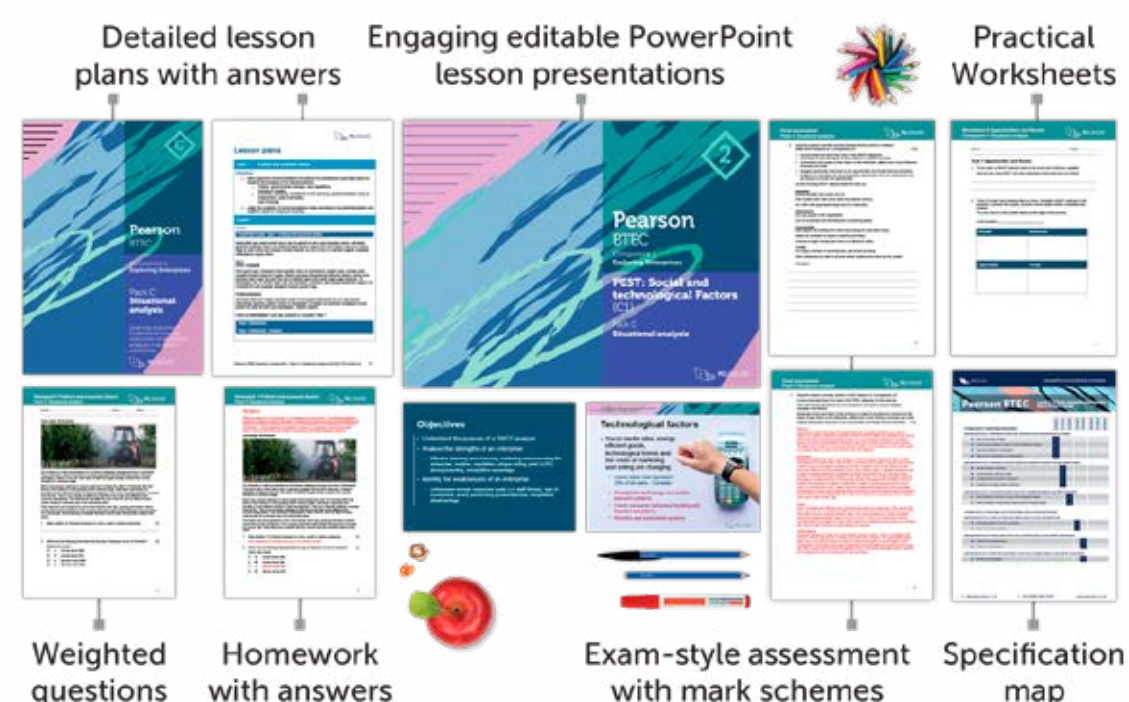
Each unit is intended to cover specific topics from each of three components of the BTEC specification.

These units are designed to help teachers with the delivery of the new 2022 Pearson BTEC Tech Award in Enterprise.

Each unit contains a **FREE** lesson which can be downloaded from our website. **BTEC Packs are individually priced online. Component 1 Pack A is FREE.**



## What's included in an editable teaching unit?



## The PG Resource Marque

The PG Resource Marques have been designed to support schools using PG Online Business teaching materials at KS4.

An increasing number of schools are referring to their use of PG Online materials in their prospectuses and job advertisements. A Resource Marque helps to attract applicants for teaching posts and informs parents and stakeholders of a standard in classroom materials and a consistency of teaching across a department. In purchasing any of our KS4 material, your school is welcome to display the marque.



**Your resources are perfect for the new curriculum, just the way I would have done it, if there were 48 hours in a day.**

Christine Mrozek, Teacher  
St Michaels Catholic Grammar School

## Component 1

### Pack A: Successful enterprises and entrepreneurs – FREE

This FREE pack covers all the teaching required for Learning Outcome A of Component 1.

Students are gently introduced to enterprises with the different types, sizes and features of SMEs in the first lesson. Different business models and market sectors are then covered in the second lesson with further detail on the variety of industries within the UK economy.

The aims and activities of enterprises are examined alongside their impact on business outcomes, including the impact of failure. Lastly, the skills and characteristics of entrepreneurs are covered along with their reasons for starting enterprises.

- Topic 1: Size and features of SMEs (A1)
  - Topic 2: Sectors and business models in which enterprises operate (A2)
  - Topic 3: Aims and activities of enterprises (A3)
  - Topic 4: Skills and characteristics of entrepreneurs (A4)
  - Final assessment
- This unit is free. Order online.

### Pack B: Customer needs and competitor behaviour

The benefits and drawbacks of primary research methods are covered in detail in the first lesson, developing with secondary methods in the next lesson. Identifying and meeting customer needs by market segment is then explored before looking at competitor behaviour. Methods of obtaining a competitive advantage is then covered in the fourth lesson. Finally, the suitability of alternative market research methods is examined before a final assessment of the complete series of lessons.

FREE LESSON

- Topic 1: Primary market research methods (B1)
- Topic 2: Secondary market research methods (B1)
- Topic 3: Understanding customer needs (B2)
- Topic 4: Understanding competitor behaviour (B3)
- Topic 5: Suitability of market research methods (B4)
- Final assessment

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Our eBook partner, Classoos, provides digital editions of all our textbooks for UK and international schools.

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# Pack C: Situational analysis

This unit covers PEST and SWOT analyses over two lessons each. Students look at the relative factors in each of the analysis methods before exploring their merits and the links between them. An analysis of effective strategies for overcoming weaknesses and threats is covered including ways to take advantage of opportunities and suitable recommendations for converting weaknesses into strengths. Finally, the potential impacts on costs and sales revenues of any recommendations are also explored to equip students to undertake the Pearson Set Assignment with confidence.

- FREE LESSON
- Topic 1: PEST: Political and economic factors (C1)

Topic 2: PEST: Social and technological factors (C1)

Topic 3: SWOT: Strengths and weaknesses and ability to react (C2)

Topic 4: SWOT: Opportunities and threats and ability to react (C2)

Final assessment

## Component 2

### Pack A: Planning a micro enterprise idea

This pack begins by examining the factors that may contribute to the potential success of a new enterprise idea, including the entrepreneur’s own interests and the resources available to them. Constraints are considered before looking at financial forecasts, pricing and potential market niches. A range of innovative ideas are also explored.

Students will then complete a realistic plan for a micro-enterprise which outlines the ownership, aims and features of the product or service. Marketing strategies and segmentation are covered before looking at financial information and risk assessment. Validity of the idea is evaluated in the final lesson before undertaking an assessment of the content throughout the unit.

- FREE LESSON
- Topic 1: Choosing ideas for a micro enterprise (A1)

Topic 2: Plans for a micro enterprise (A2)

Topic 3: Marketing (A2)

Topic 4: Finance (A2)

Topic 5: Risk assessment and validity of the plan (A2)

Final assessment

### Pack B: Presenting a business plan

In this unit of work, students will look at effective ways to present the information they have gathered, including the selection of information and the order in which they present it. Appropriate design and communication skills are developed to ensure professionalism and consistency. A variety of delivery methods are reviewed involving technology, body language and verbal communication skills. Finally, their presentation and delivery is evaluated based on the skills demonstrated. Strengths and weaknesses of delivery are reviewed to make consequent improvements for future production and delivery. An assessment of the skills developed throughout this unit provides a further review of understanding before beginning the Pearson Set Assignment for Component 2.

- FREE LESSON
- Topic 1: Production of presentation (B1)

Topic 2: Delivery of presentation (B2)

Topic 3: Review of presentation (C1)

Final assessment

## Component 3

### Pack A: Marketing

This pack focuses on how and why enterprises target their markets. Market segmentation is examined initially before looking at the 4Ps of the marketing mix and multichannel marketing across two separate lessons. Factors influencing the choice of marketing methods are covered in the penultimate lesson before looking at the impact of a strong brand image to develop trust, reputation and loyalty. This includes customer service, quality, ethics and complaints handling. A final examination-style assessment completes the unit.

- FREE LESSON
- Topic 1: Targeting and segmenting the market (A1)

Topic 2: Product and Price (A2)

Topic 3: Place and Promotion (A2)

Topic 4: Factors influencing the choice of marketing methods (A3)

Topic 5: Trust, reputation and loyalty (A4)

Final assessment

### Pack B: Financial documents and statements

This pack begins by introducing all of the various types of financial documents to interpret and understand. Payment methods are then introduced with a focus on how these methods impact the customer in terms of accessibility, convenience and choice. Sources of revenue and costs are covered with strategies for maximising income and keeping expenditure to a minimum. Financial statements for an enterprise, including the P&L and balance sheets, are provided for completion and interpretation, alongside coverage of the various specialist terms and the value of these statements to various stakeholders. The unit concludes by exploring profitability and liquidity through various formulae before a final exam-style assessment.

- FREE LESSON
- Topic 1: Financial documents (B1)

Topic 2: Payment methods (B2)

Topic 3: Revenue and costs (B3)

Topic 4: Financial statements (B4)

Topic 5: Profitability and liquidity (B5)

Final assessment

### Pack C: Financial planning and forecasting

Students are introduced to a variety of budgeting and control strategies, including the impact of variances on an enterprise. Cash flow examples are presented so that students can calculate their own forecasts and predictions before comparing these with actual values. The third lesson examines cash flow problems and a variety of solutions to these. Break-even is covered in the fourth lesson through a range of example tasks for students to complete and interpret. The limitations of break-even analysis are also covered. The final lesson examines the internal and external sources of business finance and their relative merits before concluding the unit with an exam-style final assessment.

- FREE LESSON
- Topic 1: Budgeting (C1)

Topic 2: Cash flow (C2)

Topic 3: Improving cash flow (C3)

Topic 4: Break-even (C4)

Topic 5: Sources of finance (C5)

Final assessment



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We have found [your resources] excellent in terms of reducing teacher workload and also in supporting students of all abilities.

Andrew Clarke, Head of Subject  
Holbrook Academy



The resources have been excellent. Students have really engaged with the content and contemporary business issues presented through the case studies presented. It has enabled the business department to streamline our teaching and ensure that students have sufficient assessment opportunities.

Alice McGinty, Head of Business Studies  
Coombe Boys' School

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## Pearson BTEC Tech Award in Enterprise (BTEC Level 1/2)

ISBN: 978-1-910523-39-1 | 80pp | £8

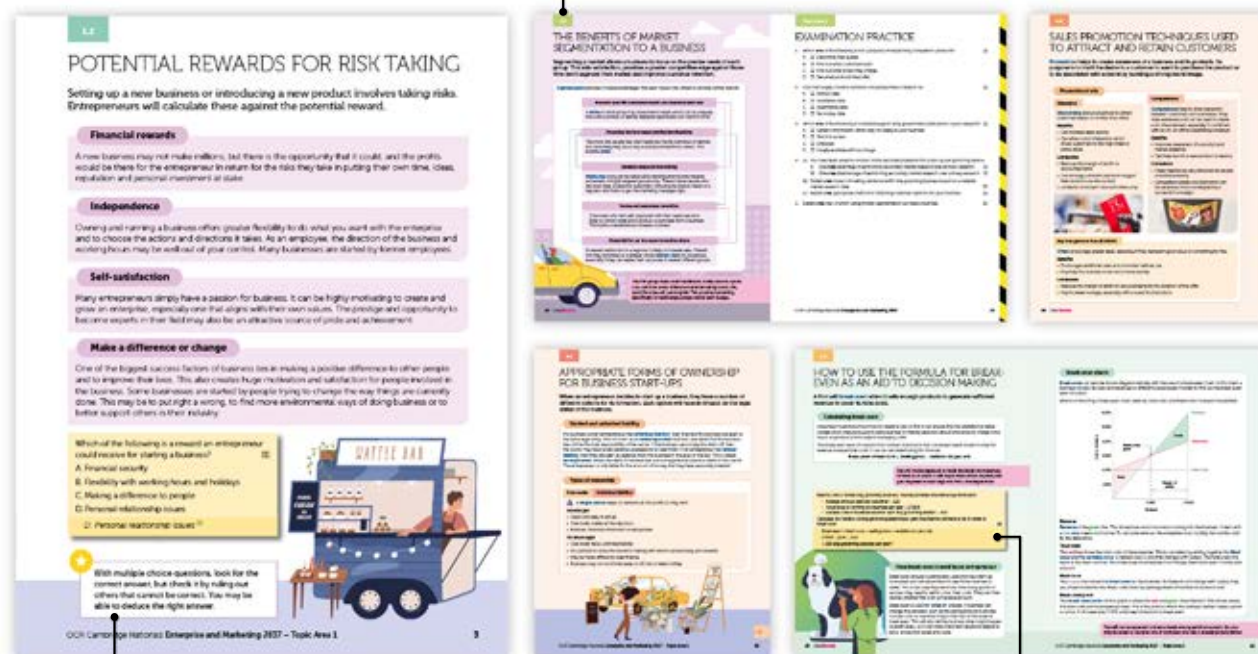
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2.1.3

Specification reference points to make sure you've covered everything



Examiners' tips to help explain how to squeeze the most from your responses

[1]

Exam style questions with mark allocations to help you see where marks are given and why

## Edexcel GCSE 1BS0 Business

ISBN: 978-1-910523-29-2 | 104pp | £8

Absolute clarity is the aim with a new generation of revision guide. This guide has been expertly compiled and edited by subject specialists, highly experienced examiners and a good dollop of scientific research into what makes revision most effective and accessible.

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# Edexcel GCSE (9-1) Business 1BS0

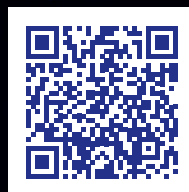
Each unit is intended to cover specific parts of the GCSE curriculum.  
These units are designed to help teachers with the delivery of the new Edexcel GCSE (9-1) Business. Each unit contains a **FREE** lesson which can be downloaded from our website.

**GCSE units are individually priced online. Unit 1 is FREE.**



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## Unit 1: Enterprise and entrepreneurship – FREE

This free unit covers Topic 1.1 of the Edexcel specification and begins by introducing students to the purpose of business activity, and the concept of enterprise and entrepreneurship. The relationship between risk and reward is considered and the impact of managing these variables on business activity is analysed. The unit explores the reasons why new business ideas come about and how new ideas are developed. The unit concludes with a topic focused on the dynamic nature of the business environment.

A range of contemporary case study examples are used throughout the unit to interest and engage students, reinforce theoretical concepts, and make the learning relevant. In the final topic, students sit an assessment test comprising questions similar to those found on the GCSE exam paper.

**Topic 1: Business enterprise**  
**Topic 2: Entrepreneurship**  
**Topic 3: Risk and reward**  
**Topic 4: The dynamic nature of business**  
**Assessment**  
**This unit is free. Order online.**



**Thanks for all your wonderful  
resources - you make our lives  
so much easier.**

Pippa Jennings, Head of Subject  
Cardinal Wiseman Catholic School

## Unit 2: Spotting a business opportunity

Containing four content rich and engaging topics, this unit focuses on Topic 1.2 of the Edexcel GCSE (9-1) Business specification 1BS0. The unit begins with an exploration of the primary function of business in terms of identifying, meeting, and satisfying customer needs through the provision of goods and services. The purpose and methods of conducting market research are then covered along with consideration of the role of social media in collecting market research data and the importance of the reliability of data collected. The following topic considers how market research data can be used to segment the market before then examining the use of market mapping to identify gaps in the market, and competitors' positions within the market. The final topic in the unit explores methods of analysing the relative strengths and weaknesses of competitors and the impact of competition on business decision making.

**FREE LESSON** **Topic 1: Customer needs**  
**Topic 2: Market research**  
**Topic 3: Market segmentation**  
**Topic 4: The competitive environment**  
**Assessment**

## Unit 3: Putting a business idea into practice

This unit is divided into five distinct topics plus an end-of-unit assessment that covers Topic 1.3 of the Edexcel specification. The unit focuses on making a business idea happen, beginning with a consideration of various financial and non-financial business aims and objectives. The reasons why these differ between businesses is explored, with the theory reinforced through the application of a wide range of relevant case study examples.

The following topics in this unit apply some basic numeracy skills in order to explore the concept of break even and cash-flow. The topics begin by developing knowledge and understanding so that break-even diagrams can be interpreted effectively. Cash-flow is then considered, leading to the practical construction of cash-flow forecasts before a final topic examines the various merits and drawbacks of both the long and short-term sources of finance.

**FREE LESSON** **Topic 1: Business aims and objectives**  
**Topic 2: Business revenues, costs and profits**  
**Topic 3: Break-even**  
**Topic 4: Cash and cash-flow**  
**Topic 5: Sources of business finance**  
**Assessment**

## Unit 4: Making the business effective

This unit explores the range of factors that impact on the success of a business. The initial topic builds upon the final topic of Unit 3, examining the concepts and implications of limited and unlimited liability for a start-up or established small business. The topic extends this by exploring the various forms and implications of business ownership and the relative advantages and disadvantages of each.

The subsequent topics in this unit explore other factors that impact upon the success of the business including location, and an introduction to the components of the marketing mix including an analysis of how the various aspects work together. The role and importance of a business plan is analysed, requiring students to synoptically draw upon learning from both this unit and prior units in the specification.

**FREE LESSON** **Topic 1: Start-up and small businesses options**  
**Topic 2: Business location**  
**Topic 3: The marketing mix**  
**Topic 4: Business plans**  
**Assessment**



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Kim Hudson, Head of Business Studies  
Broadgreen International School



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# Unit 5: Understanding external influences on business

This unit covers the final unit of Theme 1 of the Edexcel GCSE (9-1) Business specification 1BS0 and introduces students to the range of factors that are external to the business, and often outside of its immediate control. The initial topic explores who business stakeholders are and their different objectives. This is then developed through a consideration of how stakeholders are affected by, and also impact upon, business activity. Possible conflicts between stakeholder groups are then analysed, supported by application to relevant and contemporary case study examples.

- FREE LESSON
- Topic 1: Business stakeholders

Topic 2: Technology and business

Topic 3: Legislation and business

Topic 4: The economy and business

Topic 5: External influences

Assessment

# Unit 6: Growing a business

This unit covers the first topic of Theme 2 of the Edexcel GCSE (9-1) Business specification 1BS0 and begins by introducing students to internal and external methods of business growth. Appropriate sources of finance and alternative ownership structures to support the needs of the growing business are also considered. The following topic examines how, and the reasons why, business aims and objectives change as a business evolves, grows, and responds to internal and external factors.

- FREE LESSON
- Topic 1: Business growth

Topic 2: Changes in business aims and objectives

Topic 3: Business and globalisation

Topic 4: Ethics, the environment and business

Assessment

# Unit 7: Making marketing decisions

This unit builds upon the introduction to the marketing mix covered in Theme 1 and develops students' depth of knowledge and understanding in preparation for the end of unit assessment test. The first topic in the unit explores the product element of the marketing mix and considers aspects of the design mix and the product life cycle. Relevant case study examples are used to investigate strategies used to extend the product life cycle. The subsequent topics explore how the other elements of the marketing mix, including price, promotion and place, are managed and used to inform and make business decisions in a competitive marketplace. Pricing strategies, and relevant internal and external influences are analysed along with methods of promotion and issues relating to place.

- FREE LESSON
- Topic 1: Product

Topic 2: Price

Topic 3: Promotion

Topic 4: Place

Topic 5: Using the marketing mix to make business decisions

Assessment

# Unit 8: Making operational and financial decisions

This integrated unit covers Topics 2.3 and 2.4 of the Edexcel 1BS0 Business specification content. The unit contains six thorough and engaging topics along with an assessment test that investigates and explores factors relating to making operational and financial business decisions. The initial topics within the unit focus on issues relating to making operational decisions including an examination of the various production processes, and the impact of technology on production. The concepts of stock management and the role of procurement are covered, along with the principles of managing quality. The sales process is explored and the importance of providing good customer service analysed.

- FREE LESSON
- Topic 1: Business operations

Topic 2: Working with suppliers

Topic 3: Managing quality

Topic 4: The sales process

Topic 5: Business calculations

Topic 6: Understanding business performance

Assessment

# Unit 9: Making human resource decisions

This unit covers the final unit of Theme 2 of the Edexcel GCSE (9-1) Business specification 1BS0 and introduces students to the human resourcing decisions a business will need to make as it evolves and grows. Various organisational structures are examined, along with the importance of effective communication and different ways of working, including the impact of technology. The final topics covered by the unit include recruitment, and subsequent training and development. Key job key roles and responsibilities are investigated along with a focus on the recruitment process.

- FREE LESSON
- Topic 1: Organisational structures

Topic 2: Effective recruitment

Topic 3: Effective training and development

Topic 4: Motivation

Assessment

# Sample Examination Papers (Pack of 4)

Paper 1 is FREE

This pack contains two sample exam series consisting of 2 x Paper 1 and 2 x Paper 2. Each of the four papers in this pack are designed specifically for the Pearson Edexcel 1BS0 specification. Each paper has correctly apportioned sections A, B and C dedicated to contextual and non-contextual questions, including appropriate Maths content across the examination papers: Paper 1 - Investigating small business [90 Marks] Paper 2 - Building a business [90 Marks] Together, they will provide ample opportunity for students to complete very realistic mock assessments in Year 10 and Year 11 and for revision purposes. The four papers have undergone rigorous technical checking to ensure that they are pitched at the correct level for GCSE students.

Series A Paper 1, including mark scheme  
Series A Paper 2, including mark scheme  
Series B Paper 1, including mark scheme  
Series B Paper 2, including mark scheme  
Specification map to cross reference examination coverage  
Set format suitable for booklet printing  
Includes free guide to command words





New

# Enterprise and Marketing J837 Cambridge Nationals Level 1/2

The Enterprise and Marketing Teaching Series has been written to satisfy the specification for the elements assessed by written examination for the OCR Cambridge Nationals in Enterprise and Marketing Level 1/2 specification.



Download a **FREE** topic with every unit at [www.pgonline.co.uk](http://www.pgonline.co.uk)



## R067 Topic Area 1 & 2: Risk, reward and research

This pack covers Topic Areas 1 and 2 of Unit R067.

These resources are subdivided into five topics plus an end-of-unit assessment. Each topic contains enough content for one to two lessons of material. Presentations take students through key concepts in the specification for Topic Areas 1 and 2, including the characteristics of entrepreneurs, the risks and rewards of business and complete coverage of market research. Assessments at the end of each topic provide exam-style questions. The resources have been designed for use either before teaching any other units, during the course or as revision before the final exam. This pack of materials does not assume any prior knowledge.

The first two topics cover the characteristics of risk and reward for entrepreneurs. Topic 3 looks at the purpose of market research and primary research methods. Secondary research and types of data are covered in Topic 4. Finally, Topic 5 covers market segmentation and its benefits to business. A final assessment gives students an opportunity to sit an assessment test comprising questions of a similar style to those found on an R067 Marketing and Enterprise exam paper.

**Topic 1: Characteristics of successful entrepreneurs**

**FREE LESSON** **Topic 2: Risk and reward**

**Topic 3: Primary market research**

**Topic 4: Secondary market research**

**Topic 5: Market segmentation**

**Assessment**

## R067 Topic Area 3: Making a product financially viable

This pack covers Topic Area 3 of Unit R067.

Fixed and variable costs are fully covered in Topic 1 with practice at calculations, especially those involving division, to attribute costs over different time periods. Topic 2 covers revenue and profit with opportunity to rearrange various formulae to find an unknown value. Finally, break-even is covered in Topic 3 with practice at calculating, constructing and interpreting simple break-even charts. The final assessment gives students an assessment test comprising questions of a similar style to those found on an R067 Marketing and Enterprise exam paper.

**FREE LESSON**

**Topic 1: Costs**

**Topic 2: Revenue and profit**

**Topic 3: Break-even**

**Assessment**

## R067 Topic Area 4: Creating a marketing mix

This pack covers Topic Area 4 of Unit R067.

This pack of materials does not assume any prior knowledge.

The first topic introduces the 4Ps of the marketing mix and gets started with advertising as a means of promotion. Topic 2 considers the appropriateness of a complete range of digital advertising mediums used to attract and retain customers using contextual scenarios. Sales promotion techniques and public relations are covered in Topic 3. Topic 4 covers more detail on Place, considering how and where to sell a product to a customer. Product is covered in Topic 4 through use of the product lifecycle and related strategies to extend this, before looking at Price in Topic 6. Lastly, Topic 7 revisits the 4Ps as a whole, considering how each relates to the others to create a blend. A final assessment completes the unit.

**FREE LESSON**

**Topic 1: The marketing mix and advertising**

**Topic 2: Digital advertising mediums**

**Topic 3: Sales promotion and PR**

**Topic 4: Place**

**Topic 5: Product**

**Topic 6: Price**

**Topic 7: Blending the marketing mix**

**Assessment**

## R067 Topic Area 5: Starting up and running an enterprise

This pack covers Topic Area 5 of Unit R067.

This short unit is divided into three topics plus an end-of-unit assessment. The first topic covers the appropriate forms of ownership for new businesses, including franchises. Topic 2 considers the relative advantages and disadvantages of different sources of capital for start-ups and expansion. Finally, Topic 3 covers the support available for entrepreneurs and enterprises including the appropriateness of their use and their relative merits. A final assessment gives students an opportunity to sit an assessment test comprising questions of a similar style to those found on an R067 Marketing and Enterprise exam paper.

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