

GCSE Business - Topics covered to date

Theme 1

Topic 1.1 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

Topic 1.2 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

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 businesses

1.4.2 Business location

1.4.3 The marketing mix

1.4.4 Business plans

Topic 1.5 Understanding external influences on business

1.5.1 Business stakeholders

1.5.2 The economy and business

1.5.3 Legislation and business

1.5.4 The economy and business

1.5.5 External influences

Theme 2

Topic 2.1 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

Topic 2.2 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

Topic 2.3 Making operational decisions

- 2.3.1 Business operations
- 2.3.2 Working with suppliers
- 2.3.3 Managing quality
- 2.3.4 The sales process

TOPICS STILL TO COMPLETE

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
- 2.5.2 Effective recruitment
- 2.5.3 Effective training and development
- 2.5.4 Motivation