

# GCSE Business Pearson Edexcel Specification

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## Final Assessment

**Paper 1 – Investigating Small Business - 1 hour 45 minutes**

**Paper 2 – Building a Business - 1 hour 45 minutes**

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## Theme 1: Investigating Small Business

### 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
- **End-of-Topic Test:** Multiple choice and short-answer questions

### 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
- **End-of-Topic Test:** Case study analysis with structured questions

### 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
- **End-of-Topic Test:** Financial calculations and scenario-based questions

### 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
- **End-of-Topic Test:** Short-answer questions focused on business choices

### 1.5 Understanding External Influences

- 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
  - **End-of-Topic Test:** Extended-response questions on external impacts
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## **Theme 2: Building a Business**

### **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
- **End-of-Topic Test:** Growth strategies analysis and evaluation

### **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
- **End-of-Topic Test:** Application of marketing mix concepts

### **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
- **End-of-Topic Test:** Operations-focused scenario-based questions

### **2.4 Making Financial Decisions**

- 2.4.1 Business calculations (gross profit, net profit, ARR)
- 2.4.2 Understanding business performance (profitability, liquidity)
- **End-of-Topic Test:** Financial analysis and problem solving

### **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
  - **End-of-Topic Test:** HR strategy and decision-making questions
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