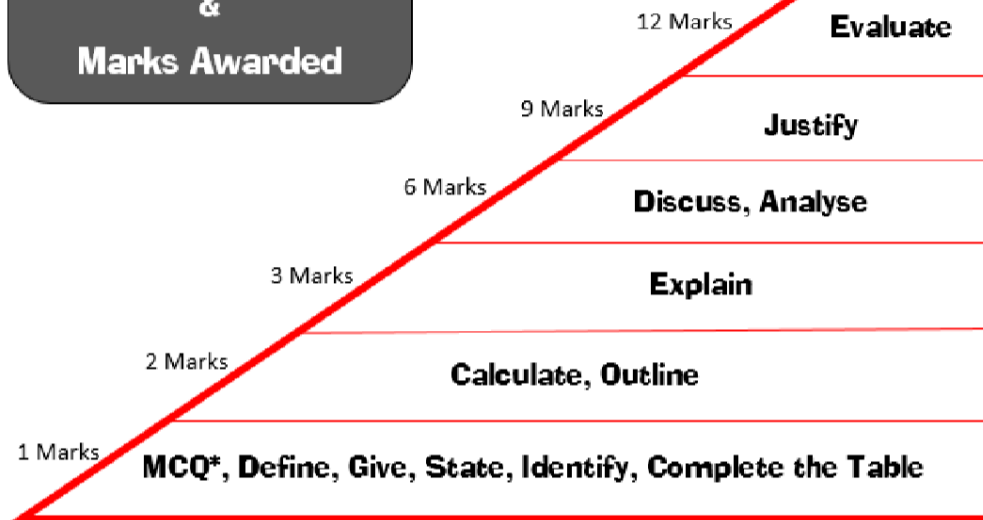


Subject:	
GCSE Business	
Exam Board: Edexcel	
Paper 1: 1 hour	Paper 2: 1 hour
Date and time – 6th May am	Date and time – 21st May pm
Paper 1 Content: Theme 1 – Investigating Small Business 1.1 Enterprise and entrepreneurship 1.2 Spotting a business opportunity – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition. 1.3 Putting a business idea into practice – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects. 1.4 Making the business effective – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.	Paper 2 Content: Theme 2 – Building a Business 2.1 Growing the business – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored. 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace. 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.
Useful revision resources: Seneca - https://senecalearning.com/en-GB/ Code for Seneca class is - e39u8281o2 BBC Bitesize - https://www.bbc.co.uk/bitesize/examspecs/z98snbk?scrlybrkr=6f76353c Both of these links are exam board specific and excellent additional ways of testing your understanding and application.	
Revision Tips <ul style="list-style-type: none"> ● Use flashcards for key theory – test yourself with the flashcards “little and often”. ● Exam question practice – test yourself as regularly as possible and compare to mark scheme answers (refer to the structure of the exams below) 	

**Examination
Command Words
&
Marks Awarded**



Open Book Controlled Assessment

Revision List;

1. E-commerce.
2. Marketing mix – impact upon business success.
3. Two other factors that affect business success.

The assessment will be based upon a case study with a 12 mark question to complete. You will have time to prepare a help sheet that you can take into the assessment with you in the lessons prior to the task.

Preparation will take place in the week commencing 19th April and the assessment will be in the week following this.