Business Learning Journey

Edexcel 1BSO
(Both 1hour 30mins)
Paper 1 (50%): Investigating Small Business
Paper 2 (50%): Building a Business

2.5 Making human resource decisions
How do businesses recruit in order to get the candidate right for them?

2.2 Making marketing decisions
How do businesses differentiate their products to gain a USP?

2.4 Making financial decisions
What are the different types of profit? Why is profit important to a successful business?

2.3 Making operational decisions
How does a business judge quality? How do a business decide what stock control method to use?

Unit 2.1 Growing the business
How does globalisation impact businesses in the modern world?

YEAR 11 GCSE

1.4 Making the business effective
What form of ownership could a business use? What is limited and unlimited liability? Why is the Marketing mix important to a business?

1.5 Understanding external influences
How does the external environment such as legislation impact how a business operates?

1.3 Putting a business ideas into practice
What are the aims of a business? Why is cash important to a business?

1.2 Spotting a business opportunity
What are customer needs? How does a business meet customer needs?

Unit 1.1 Enterprise & enterprise
What is business? What is risk and reward?

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