## TUXFORD ACADEMY **GCSE BUSINESS STUDIES LEARNING JOURNEY**



2.5 Making human 2.2 Making marketing decisions resource decisions How do businesses How do businesses recruit differentiate their products in order to get the **Edexcel 1BSO** candidate right for them? to gain a USP? (Both 1hour 45mins) Paper 1 (50%): Investigating Small Business Paper 2 (50%): Building a Business Unit 2.1 Growing the 2.3 Making operational business 2.4 Making financial decisions



What are the different types of profit? Why is profit important to a successful business?

decisions



How does a business judge quality? How do a business decide what stock control method to use?



globalisation impact businesses in the modern world?

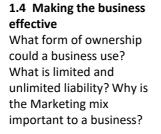
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1.5 Understanding external influences How does the external environment such as legislation impact how a business operates?

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?