

GCSE Business (Edexcel)

Module 1
Topic Title: Enterprise and entrepreneurship
Brief Summary of Content Studied: The dynamic nature of business & New Business ideas Risk and reward Enterprise & Adding value The role of entrepreneurship
Knowledge Organiser: https://drive.google.com/file/d/13KuBs61_4Nt0bpeYfz5O9Gt4D51lpd-u/view
Other resources and reading: https://www.youtube.com/channel/UCF9uWsZ2C3NYzzKRlo_mntw

Module 2
Topic Title: Spotting a business opportunity
Brief Summary of Content Studied: Customer needs Market research Market segmentation Market mapping The competitive environment
Knowledge Organiser: https://drive.google.com/file/d/13KuBs61_4Nt0bpeYfz5O9Gt4D51lpd-u/view
Other resources and reading: https://www.youtube.com/channel/UCF9uWsZ2C3NYzzKRlo_mntw

Module 3
Topic Title: Putting a business idea into practice
Brief Summary of Content Studied: Business aims and objectives Business revenue, costs and profit Break-even The importance of cash Cash flow forecasts Sources of small business finance
Knowledge Organiser: https://drive.google.com/file/d/13KuBs61_4Nt0bpeYfz5O9Gt4D51lpd-u/view
Other resources and reading: https://www.youtube.com/channel/UCF9uWsZ2C3NYzzKRlo_mntw

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Module 4

Topic Title: Making a business effective

Brief Summary of Content Studied:

Ownership and liability | Franchising | Business location | Marketing mix | Business plans

Knowledge Organiser:

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Other resources and reading:

https://www.youtube.com/channel/UCF9uWsZ2C3NYzzKRlo_mntw

Module 5

Topic Title: Understanding external influences on business

Brief Summary of Content Studied:

Stakeholders | Technology and business | Legislation and business | Introduction to the economy | The economy and business | External influences on business

Knowledge Organiser:

https://drive.google.com/file/d/13KuBs61_4Nt0bpeYfz5O9Gt4D51lpd-u/view

Other resources and reading:

https://www.youtube.com/channel/UCF9uWsZ2C3NYzzKRlo_mntw

Module 6