



GCSE Business Advance Information

Paper 1 (1BSO/01)

Specification content (inclusive of pages 8-12 of the specification):

Topic 1.1 Enterprise and entrepreneurship

1.1.2 Risk and reward

1.1.3 The role of business enterprise

Topic 1.2 Spotting a business opportunity

1.2.2 Market research

1.2.3 Market segmentation

Topic 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

Topic 1.4 Making the business effective

1.4.1 The options for start-up and small business

1.4.2 Business location

1.4.3 The marketing mix

Topic 1.5 Understanding external influences on business

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

Appendix 2: Quantitative skills

Calculation

Calculations in a business context, including:

- Percentages and percentage changes
- Revenue, costs and profit
- Cash-flow forecasts, including total costs, total revenue and net cash flow



Interpretation

Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, including:

- Information from graphs and charts
- Market data, including market share, changes in costs and changes in prices

Paper 2 (1BSO/02)

Specification content (inclusive of pages 15-20 of the specification):

Topic 2.1 Growing the business

- 2.1.1 Business growth
- 2.1.3 Business and globalisation
- 2.1.4 Ethics, the environment and business

Topic 2.2 Making marketing decisions

- 2.2.1 Product
- 2.2.3 Promotion
- 2.2.4 Place
- 2.2.5 Using the marketing mix to make business decisions

Topic 2.3 Making operational decisions

- 2.3.1 Business operations
- 2.3.2 Working with suppliers
- 2.3.4 The sales process

Topic 2.4 Making financial decisions

- 2.4.1 Business calculations
- 2.4.2 Understanding business performance

Topic 2.5 Making human resource decisions

- 2.5.1 Organisational structures
- 2.5.4 Motivation

Appendix 2: Quantitative skills

Calculation

Calculations in business context, including:

- Averages
- Revenue, costs and profit
- Gross profit margin and net profit margin ratios
- Average rate of return

Interpretation

Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, including:

- Information from graphs and charts
- Market data, including market share, changes in costs and changes in prices