



GCSE BUSINESS

Paper 1 50% Exam/NEA	Theme 1 Investigating small business
Paper 2 50% Exam/NEA	Theme 2 Building a business
Exam Board	Pearson Edexcel GCSE Business



Useful Links/Resources

BBC Bitesize

<https://www.bbc.co.uk/bitesize/subjects/zpsvr82>

Tutor2u

<https://www.tutor2u.net>

Seneca

<https://senecalarning.com/en-GB/>

Useful Information

Total costs: = TFC (total fixed costs) + TVC (total variable costs)

Revenue: = price × quantity

Break-even:

- in units = fixed cost / sales price – variable costs
- in costs or revenue = break-even point in units × sales price

Margin of safety: = actual or budgeted sales – break even sales
Interest (on loans) in % = [total repayment - borrowed amount / borrowed amount] × 100

Contribution: = Price - Variable cost

Net cash-flow: = cash inflows – cash outflows in a given period

Opening and closing balances

- Opening balance = closing balance of the previous period
- Closing balance = opening balance + net cashflow [inflows – outflows]

Sales revenue: = gross profit + cost of sales

Gross profit: = sales revenue – cost of sales

Gross profit margin = (%) [gross profit / sales revenue] × 100

Net profit: = gross profit – other operating expenses and interest

Net profit margin: = (%) [net profit / sales revenue] × 100

Average rate of return: (%) average annual profit (total profit / no. of years) / cost of investment × 10

- AO1a – Knowledge
- AO1b - Understanding
- AO2 – Application
- AO3a – Analysis
- AO3b - Evaluation



GCSE BUSINESS

Year 10

Term 1

Unit 1.1 – Enterprise and Entrepreneurship

- The dynamic nature of business
- Risk and reward
- The role of business enterprise

Unit 1.2 – Spotting a Business Opportunity

- Customer needs
- Market research
- Market segmentation
- The competitive environment

Term 2

Unit 1.3 – Putting a Business Idea into Practice

- Business aims and objectives
- Revenues, costs and profits
- Cash and cash-flow
- Sources of finance

Unit 1.4 – Making the Business Effective

- The options for start-up and small businesses
- Business location
- The marketing mix
- Business plans

Term 3

Unit 1.5 – Understanding External Influences on Business

- Business stakeholders
- Technology, legislation and business
- The economy and business
- External influences

Year 11

Term 1

Unit 2.1 – Growing the Business

- Business growth
- Changes in business aims and objectives
- Business and globalisation
- Ethics, the environment and business

Unit 2.2 – Making Marketing Decisions

- Product
- Price
- Promotion
- Place
- Using the marketing mix to make decisions

Term 2

Unit 2.3 – Making Operational Decisions

- Business operations
- Working with suppliers
- Managing quality
- The sales process

Unit 2.4 – Making Financial Decisions

- Business calculations
- Understanding business performance
- Unit 2.5 – Making Human Resource Decisions
- Organisational structures
- Effective recruitment
- Effective training and development
- Motivation

Term 3

Revision





CAMBRIDGE NATIONAL - ENTERPRISE & MARKETING

Paper 1 Weighting Exam/NEA	R067 Enterprise and Marketing Concepts 40% 1 hour 15 mins External Exam - 70 marks
Paper 2 Weighting Exam/NEA	R068 Design a Business Proposal 30% OCR set assessment and centre assessed – 60 marks
Paper 3 Weighting Exam/NEA	R069 Market and Pitch a Business Proposal 30% OCR set assessment and centre assessed – 60 marks
Exam Board	OCR Cambridge Nationals Enterprise and Marketing



Useful Links/Resources

BBC Bitesize

www.bcbitesize.co.uk

www.bbcplayer.co.uk

Dragon's Den

The Apprentice

Useful Information

This year's project is...

Ali's Ice Cream Treats

Scenario

After leaving catering college Ali opened 'Ali's Ice Cream Treats' a small shop selling ice cream in a seaside town. The shop was so successful over the summer that Ali has decided to try and grow the business. To be competitive in the town the shop needs to increase the number of flavours it sells. As you have just completed your Enterprise and Marketing course, Ali has asked you to carry out some market research and design a new ice cream product to be sold in the shop.

You will complete two pieces of coursework based on the scenario above:

R068: Design a business proposal

R069: Market and pitch a business proposal



CAMBRIDGE NATIONAL - ENTERPRISE & MARKETING

Year 10

Term 1

R068 – Design a Business Proposal

You will identify the customer profile for a business challenge
You will complete market research to aid decisions relating to a business challenge
You will develop a product proposal for a business challenge

Term 2

R068 - Design a Business Proposal

You will review whether the business proposal is financially viable
You will review likely success of a new product

R069 – Market and Pitch a Business Proposal

You will develop a brand identity and promotional campaign to target specific customers
You will explain the factors that must be considered when planning a pitch

Term 3

R069 – Market and Pitch a Business Proposal

You will deliver a professional pitch for your business proposal to an audience
You will carry out a review of your pitching skills and your business proposal

Year 11

Term 1

R067 – Enterprise and Marketing Concepts

Risk and reward for enterprise
Market research
Financial viability

Term 2

R067 – Enterprise and Marketing Concepts

Marketing mix
Starting and running an enterprise

Term 3

Revision and exam techniques

