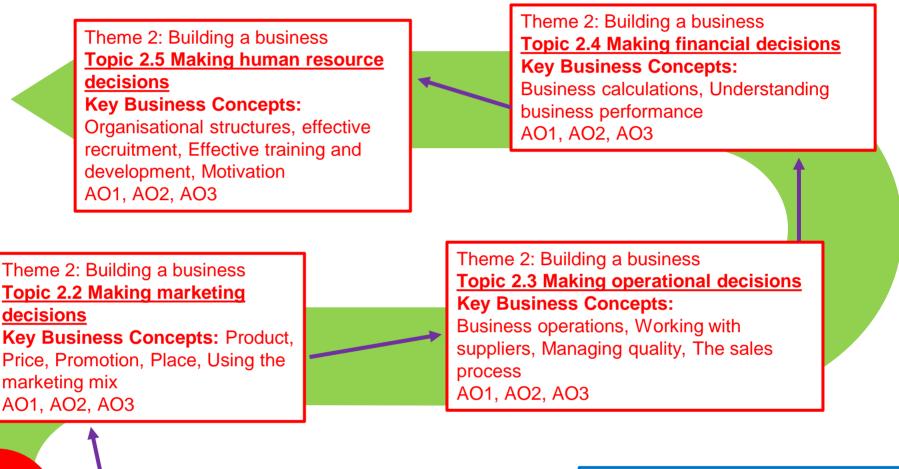


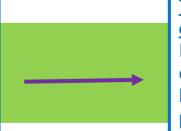
Holy Trinity Progression Map of Key Concepts for Business Studies

| Below are the assessment objectives for Edexcel Pearson GCSE Business Studies . Learners must demonstrate their ability to: | | |
|--|--|--------------|
| Students must: | | % in GCSE |
| A01 | Demonstrate knowledge and understanding of business concepts and issues | 35 |
| A02 | Apply knowledge and understanding of business concepts and issues to a variety of contexts | 35 |
| A03 | Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions | 30 |
| | Total | 100% |



Theme 2: Building a business **Topic 2.1 Growing the business Key Business Concepts:** Business growth, Changes in aims and objectives, Business and globalisation, Ethics, the environment and business. AO1, AO2, AO3 Theme 1: Investigating small business Topic 1.5 Understanding external influences on business Key Business Concepts: Stakeholders, Technology, Legislation and business, Economy and business, External influences AO1, AO2, AO3

Theme 1: Investigating small business <u>Topic 1.3 Putting a business idea</u> <u>into practice</u> <u>Key Business Concepts:</u> Aims and objectives, Revenues, costs and profits, Cash and cash flow, Sources of business finance AO1, AO2, AO3



Theme 1: Investigating small business <u>Topic 1.4 Making the business</u> <u>effective</u> <u>Key Business Concepts:</u> The options for start ups, Business location, The marketing mix, Business plans AO1, AO2, AO3

Theme 1: Investigating small business Topic 1.2 Spotting a business opportunity Key Business Concepts: Customer needs, Market research, Market segmentation, Competitive environment. AO1, AO2, AO3

Theme 1: Investigating small business <u>Topic 1.1 Enterprise and</u> <u>entrepreneurship</u> <u>Key Business Concepts</u>: Role of the entrepreneur, Risk and Reward, The role of Business Enterprise. AO1, AO2, AO3