

## 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 2.5 Making human resource** decisions

**Key Business Concepts:** 

Organisational structures, effective recruitment, Effective training and development, Motivation AO1, AO2, AO3

Theme 2: Building a business **Topic 2.2 Making marketing** decisions

Key Business Concepts: Product, Price, Promotion, Place, Using the marketing mix

AO1, AO2, AO3

Theme 2: Building a business

**Topic 2.4 Making financial decisions Key Business Concepts:** 

Business calculations, Understanding business performance AO1, AO2, AO3

Theme 2: Building a business

**Topic 2.3 Making operational decisions Key Business Concepts:** 

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

AO1, AO2, AO3



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 **Topic 1.3 Putting a business idea** into practice

Key Business Concepts: Aims and objectives, Revenues, costs and profits, Cash and cash flow, Sources of business finance AO1, AO2, AO3

Theme 1: Investigating small business **Topic 1.4 Making the business** effective

**Key Business Concepts:** 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 **Topic 1.1 Enterprise and** entrepreneurship

Key Business Concepts: Role of the entrepreneur, Risk and Reward, The role of Business Enterprise. AO1, AO2, AO3