

Business Studies – Year 10 Topic Areas
Edexcel GCSE Business Studies 9-1 (Unit 1)



- 1.1.1 The dynamic nature of business
- 1.1.2 Risk and reward
- 1.1.3 The role of business enterprise
- 1.2.1 Customer needs
- 1.2.2 Market research
- 1.2.3 Market segmentation
- 1.2.4 The competitive environment
- 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
- 1.4.1 The options for start-up and small businesses
- 1.4.2 Business location
- 1.4.3 The marketing mix
- 1.4.4 Business plans
- 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