

Mapping to Edexcel GCSE Business Studies
(2BS01, 2BC01, 3BS01)

Unit 1: Introduction to Small Business

<i>Subject content</i>	<i>Boardworks presentations</i>
Unit 1: Introduction to Small Business	
Topic 1.1 Spotting a business opportunity	
Understanding customer needs	Unit 3: People in Business Customer Service Unit 2: Organizational Structure Marketing
Market mapping	Unit 2: Organizational Structure Marketing Unit 1: Investigating Business External Influences
Analysing competitor strengths and weaknesses	Unit 1: Investigating Business External Influences
Understanding the need to add value	Unit 2: Organizational Structure Operations and Production
What options exist for starting up a business?	Unit 1: Investigating Business Enterprise Small Business Ownership Large Business Ownership Business Location

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<i>Subject content</i>	<i>Boardworks presentations</i>
Topic 1.2 Showing enterprise	
What is enterprise?	Unit 1: Investigating Business Enterprise
Thinking creatively	Unit 1: Investigating Business Enterprise
What questions do entrepreneurs ask?	Unit 1: Investigating Business Enterprise
Invention and innovation – generating new business ideas	Unit 1: Investigating Business Enterprise
Taking a calculated risk	Unit 1: Investigating Business Enterprise
Other important enterprise skills	Unit 1: Investigating Business Enterprise
Topic 1.3 Putting a business idea into practice	
Objectives when starting up	Unit 1: Investigating Business Enterprise
The qualities shown by entrepreneurs	Unit 1: Investigating Business Enterprise
Estimating revenues, costs and profits	Unit 4: Financial Records Covering Costs Unit 5: Financial Planning Profit and Loss

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Subject content	Boardworks presentations
Forecasting cash flows	Unit 5: Financial Planning Cash Flow Forecasts
Obtaining	Unit 5: Financial Planning Sources of Finance
Topic 1.4 Making the start-up effective	
Customer focus	Unit 3: People in Business Customer Service
The marketing mix	Unit 2: Organizational Structure Marketing
The importance of limited liability	Unit 1: Investigating Business Small Business Ownership Large Business Ownership
Start-up legal and tax issues	Unit 1: Investigating Business Small Business Ownership Large Business Ownership
Effective on-time delivery and customer satisfaction	Unit 3: People in Business Customer Service
Recruiting, training and motivating staff	Unit 3: People in Business Recruitment and Selection Training and Development Working Arrangements

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<i>Subject content</i>	<i>Boardworks presentations</i>
Topic 1.5 Understanding the economic context	
Market demand and supply	
Impacts of changes in interest rates on small business	Unit 1: Investigating Business External Influences
Impacts of changes in exchange rates	Unit 1: Investigating Business External Influences
How do business cycles affect small business?	Unit 1: Investigating Business External Influences
What effect do business decisions have on stakeholders?	Unit 3: People in Business Stakeholders
Unit 2: Investigating Small Business	All presentations can be used as an aid to this research task. Students are likely to find the material in Units 1–3 of the most use.

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Unit 3: Building a Business

<i>Subject content</i>	<i>Boardworks presentations</i>
Unit 3: Building a Business	
Topic 3.1 Marketing	
Marketing	Unit 2: Organizational Structure Marketing
Market research	Unit 2: Organizational Structure Marketing
Product trial and repeat purchase	
Product life cycle	Unit 2: Organizational Structure Functional Areas
Branding and differentiation	Unit 2: Organizational Structure Marketing
Building a successful marketing mix	Unit 2: Organizational Structure Marketing
Topic 3.2 Meeting customer needs	
Design and research and development	Unit 2: Organizational Structure Functional Areas
Managing stock and quality	Unit 2: Organizational Structure Operations and Production

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Unit 3: Building a Business

Subject content	Boardworks presentations
Cost-effective operations and competitiveness	Unit 2: Organizational Structure Operations and Production
Effective customer service	Unit 3: People in Business Customer Service
Topic 3.2 Meeting customer needs	
Meeting consumer protection laws	Unit 3: People in Business Customer Service
Topic 3.3 Effective financial management	
How to improve cash flow	Unit 5: Financial Planning Cash Flow Forecasts
How to improve profit	Unit 4: Financial Records Covering Costs
Break-even charts and break-even analysis	Unit 5: Financial Planning Break-Even Analysis
Financing growth	Unit 5: Financial Planning Sources of Finance
Topic 3.4 Effective people management	
Organizational structure	Unit 2: Organizational Structure Functional Areas
Motivation theory	Unit 3: People in Business Training and Development

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Unit 3: Building a Business

Subject content	Boardworks presentations
Communication	Unit 2: Organizational Structure Business Communications
Remuneration	Unit 3: People in Business Working Arrangements
Topic 3.5 The wider world affecting business	
Ethics in business	Unit 1: Investigating Business External Influences
Environmental issues	Unit 1: Investigating Business External Influences
Economic issues affecting international trade	
The impact of the government and the E.U.	Unit 1: Investigating Business External Influences

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Unit 4: Business Communications

<i>Subject content</i>	<i>Boardworks presentations</i>
Unit 4: Business Communications	
Topic 4.1 Communication	
The communication model	Unit 2: Organizational Structure Business Communications
The purpose of communication	Unit 2: Organizational Structure Business Communications
Barriers to good communication	Unit 2: Organizational Structure Business Communications
The effects of good business communication	Unit 2: Organizational Structure Business Communications
The effects of bad business communication	Unit 2: Organizational Structure Business Communications
Topic 4.2 Communication with stakeholders of a business	
Stakeholders	Unit 3: People in Business Stakeholders
Methods of communication with stakeholders	Unit 2: Organizational Structure Business Communications Unit 3: People in Business Stakeholders
Types of written communication	Unit 2: Organizational Structure Business Communications Unit 3: People in Business Personal Job Applications

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Unit 4: Business Communications

<i>Subject content</i>	<i>Boardworks presentations</i>
Types of electronic communication	Unit 2: Organizational Structure Business Communications
Types of oral communication	Unit 2: Organizational Structure Business Communications
Images used in business communication	Unit 2: Organizational Structure Marketing
Topic 4.2 Business communication tools	
The principles of using word processing skills	
The value of presentations in a business	
The use of desktop publishing (DTP) in businesses	
The use of video and teleconferencing	Unit 2: Organizational Structure Business Communications
Organizational charts and their purpose	Unit 2: Organizational Structure Business Communications Functional Areas
The value of e-mail systems	
Topic 4.4 Communicating via the Web	Not covered by product
Unit 5 Introduction to Economic Understanding	Not covered by product