

Business Studies – Year 11 Topic Areas

Edexcel GCSE Business Studies 9-1 (Unit 2)



2.1.1 Business growth (1)

2.1.1 Business growth (2)

2.1.2 Changes in business aims and objectives

2.1.3 (1) Business and globalisation

2.1.3 (2) Business and globalisation

2.1.4 Ethics and business

2.1.4 The environment and business

2.2.1 Product

2.2.2 Price

2.2.3 Promotion

2.2.4 Place

2.2.5 Using the marketing mix to make business decisions

2.3.1 Business operations (1)

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2.3.2 Working with suppliers (1)

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2.3.3 Managing quality

2.3.4 The sales process

2.4.1 Business calculations

2.4.2 Understanding business performance