UK MOTOR TRADE

Lesson map: Edexcel GCSE Business 1BS0

Each green arrow is one game lesson. Pick it by name when you start.

	SPECIFICATION TOPIC	GAME LESSONS
Theme 1: Investigating small business		
1.1	**Enterprise and entrepreneurship**	No game lesson
1.2	**Spotting a business opportunity**	▶ Market segmentation
1.3	**Putting a business idea into practice**	▶ Revenues, costs and profits ▶ Break-even ▶ Cash and cash flow ▶ Sources of business finance
1.4	**Making the business effective**	No game lesson
1.5	**Understanding external influences on business**	▶ Stakeholders and ethics ▶ External influences
Theme 2: Building a business		
2.1	**Growing the business**	No game lesson
2.2	**Making marketing decisions**	▶ Product ▶ Price ▶ Promotion
2.3	**Making operational decisions**	▶ Business operations ▶ Working with suppliers
2.4	**Making financial decisions**	▶ Business calculations: ARR ▶ Business performance
2.5	**Making human resource decisions**	▶ Organisational structures ▶ Effective recruitment and training ▶ Motivation

Topic numbers follow the Pearson specification.