
GCSE (9-1) in Business 2017

Introduction

This mapping document highlights the similarities and differences in specification content between **Pearson's new (2017) GCSE (9-1) in Business** and the **legacy (2009) AQA specification**.

Content mapping: from AQA 2009 specification

The new Pearson 2017 GCSE (9-1) in Business specification is organised into two themes. The first theme approaches the content through the context of small businesses and the second focuses on growing businesses.

The table below is organised into two columns: the first outlines content in the legacy (2009) AQA specification and the second notes how this content aligns with Pearson's new (2017) specification. The table indicates where there is continuity with AQA's current content to help you transition to Pearson's new specification.

This mapping document does **not** detail every specification point required in Pearson's new 2017 specification so please refer to the specification for all content.

	2009 AQA specification content	2017 Edexcel specification content
Unit 1	1.1 Starting a Business Enterprise <ul style="list-style-type: none"> • sources of business ideas • looking for a gap in the market • identification of a product or market niche • reasons for starting a business • franchises. 	1.1.1 1.2.2, 1.2.3 1.2.3 1.3.1 1.4.1
	1.2 Setting Business Aims and Objectives <ul style="list-style-type: none"> • types of business aims and objectives • purpose of setting objectives • using business objectives to measure success • influence of stakeholders on business objectives. 	1.3.1 1.3.1, 2.1.2 1.5.1
	1.3 Business Planning <ul style="list-style-type: none"> • the purpose of business planning • the main sections within a business start-up plan • uncertainty and risk for start-up businesses. 	1.4.4 1.4.4 1.1.2
	2.1 Conducting Market Research with Limited Budgets <ul style="list-style-type: none"> • reasons for conducting market research • market research methods. 	1.2.2 1.2.2
	2.2 Using the Marketing Mix <ul style="list-style-type: none"> • elements of the marketing mix • selecting an appropriate marketing mix for a small business. • the use of ICT in assisting international marketing. 	1.4.1 1.4.1 1.4.1, 1.5.2, 2.1.3, 2.2.2, 2,2,3, 2.2.4
	3.1 Finance and Support for a Small Business <ul style="list-style-type: none"> • sources of finance • sources and types of advice available to small businesses. 	1.3.4
	3.2 Financial Terms and Simple Calculations <ul style="list-style-type: none"> • basic financial terms • calculating profit and loss. 	1.3.2 1.3.2
	3.3 Using Cash Flow <ul style="list-style-type: none"> • interpreting simple cash flow statements • the importance of cash flow statements • identifying solutions to cash flow problems. 	1.3.3 1.3.3 1.3.3
	4.1 Recruiting <ul style="list-style-type: none"> • the need for recruitment • recruitment methods • remuneration • monetary and non-monetary benefits 	2.5.2 2.5.4 2.5.4
	4.2 Motivating Staff <ul style="list-style-type: none"> • benefits to the business of motivated staff • methods of motivation used by small businesses. 	2.5.4 2.5.4
	4.3 Protecting Staff through Understanding Legislation <ul style="list-style-type: none"> • equal pay and minimum wage laws • discrimination • employment rights • health and safety. 	1.5.3 1.5.3 1.5.3 1.5.3
	5.1 Production Methods for Manufacturing and Providing a Service <ul style="list-style-type: none"> • methods of production 	2.3.1

	<ul style="list-style-type: none"> • efficiency and technology • quality issues. 	2.3.1 2.3.3
	5.2 Customer Service <ul style="list-style-type: none"> • importance of customer service • consumer protection • impact of ICT. 	2.3.4 1.5.3 2.3.4
Unit 2	1.1 Expanding a Business <ul style="list-style-type: none"> • benefits and risks of expansion • methods of expansion • conflict between stakeholders. 	2.1.1 2.1.1 1.5.1
	1.2 Choosing the Right Legal Structure for the Business <ul style="list-style-type: none"> • private limited companies (ltd) • public limited companies (plc). 	1.4.1 2.1.1
	1.3 Changing Business Aims and Objectives <ul style="list-style-type: none"> • reasons for changing aims and objectives as businesses grow • ethical and environmental considerations. 	2.1.2 2.1.4
	1.4 Choosing the Best Location <ul style="list-style-type: none"> • the importance of location to growing businesses • issues relating to overseas location. 	1.4.2 2.1.3
	2.1 The Marketing Mix – Product <ul style="list-style-type: none"> • product portfolio/mix • product life cycle. 	2.2.1 2.2.1
	2.2 Using the Marketing Mix – Price <ul style="list-style-type: none"> • pricing decisions for growth • factors affecting pricing decisions. 	2.2.2 2.2.2
	2.3 Using the Marketing Mix – Promotion <ul style="list-style-type: none"> • promotional activities to enable growth • selecting the promotional mix. 	2.2.3 2.2.3
	2.4 Using the Marketing Mix – Place <ul style="list-style-type: none"> • channels of distribution to enable growth • selecting channels of distribution. 	2.2.4 2.2.4
	3.1 Finance for Large Businesses <ul style="list-style-type: none"> • sources of finance available • appropriateness of the sources. 	2.1.1 2.1.1
	3.2 Profit and Loss Accounts and Balance Sheets <ul style="list-style-type: none"> • purpose of financial statements • components of financial statements • interpretation of data given on financial statements. 	2.4.2 2.4.2
	4.1 Reorganising Organisational Charts and Management Hierarchies <ul style="list-style-type: none"> • internal organisational structures • appropriateness of centralisation/decentralisation for growing businesses. 	2.5.1 2.5.1
	4.2 Recruitment and Retention of Staff <ul style="list-style-type: none"> • the staff recruitment process • appraisal and training • methods of motivation • retention of staff. 	2.5.2 2.5.3 2.5.4 2.5.4
	5.1 Production Methods for Growing Businesses <ul style="list-style-type: none"> • use of flow production • efficient production methods • lean production techniques. 	2.3.1 2.3.1
	5.2 Recognising Challenges of Growth <ul style="list-style-type: none"> • advantages of growth • disadvantages of growth. 	2.1.1 2.1.1

	5.3 Maintaining Quality Assurance in Growing Businesses	
	<ul style="list-style-type: none">• identifying quality problems• methods of maintaining consistent quality.	2.3.3 2.3.3