

GCSE Business Studies (9-1)

Unit 1.1 Enterprise and Entrepreneurship

	Red	Amber	Green	Revised Tick <input checked="" type="checkbox"/>
Area of Study:				
Why new business ideas come about				
<ul style="list-style-type: none"> Changes in technology Changes in what consumers want Products and services becoming obsolete 				
How new business ideas come about				
<ul style="list-style-type: none"> Original ideas Adapting existing products/services/ideas. 				
The impact of risk and reward on business activity:				
<ul style="list-style-type: none"> Risk: business failure, financial loss, lack of security Reward: business success, profit, independence. 				
The role of entrepreneurship:				
<ul style="list-style-type: none"> An entrepreneur: organises resources, makes business decisions, and takes risks. 				
The role of business enterprise and the purpose of business activity:				
<ul style="list-style-type: none"> To produce goods or services To meet customer needs To add value: convenience, branding, quality, design, unique selling points. 				
The role of entrepreneurship:				
<ul style="list-style-type: none"> An entrepreneur: organises resources, makes business decisions, and takes risks. 				
I am most confident with the following topic/topics:				
I have struggled most with the following topic/topics:				