

## COURSE DETAILS

Exam Board: EDEXCEL

Web link: <https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>

GCSE Business Studies is an exciting and demanding course. It requires an interest in business, commitment and a willingness to learn about how small businesses are developed and discover how they are promoted and keep their customers happy. You will learn how businesses manage both their finances and the people who work for them.

### WHAT YOU WILL STUDY

The course covers the following two themes:

#### Theme 1: Investigating Small Business

- Enterprise & Entrepreneurship
- Spotting a Business Opportunity
- Putting a Business Idea into Practice
- Making the Business Effective
- Understanding External Influences on Business

#### Theme 2: Building a Business

- Growing the Business
- Making Marketing Decisions
- Making Operational Decisions
- Making Financial Decisions
- Making Human Resource Decisions

The course involves some work of a mathematical nature. Specifically, this involves the manipulation and interpretation of numerical data. The numerical element does not get any more difficult than being able to use and understand percentages. The subject also requires students to learn a range of new terms and phrases.

### WHY SHOULD I CHOOSE THIS SUBJECT?

GCSE Business Studies will provide valuable background knowledge and understanding of the world of work. It will also provide a firm foundation for the study of Business Studies at A Level.

*The main aims and objectives of the course are to enable students to:*

- know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
- apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts
- develop as enterprising individuals with the ability to think commercially and creatively, and draw on evidence to make informed business decisions and solve business problems
- use an enquiring, critical approach to make informed judgements
- investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business
- develop and apply quantitative skills relevant to business, including using and interpreting data

## **HOW THE COURSE IS ASSESSED**

### **Theme 1: Investigating Small Business**

Written examination: 1 hour and 30 minutes      50% of the qualification (90 marks)

### **Theme 2: Building a Business**

Written examination: 1 hour and 30 minutes      50% of the qualification (90 marks)

## **WHAT CAN YOU DO WITH THIS SUBJECT WHEN YOU LEAVE SCHOOL?**

- It will enable you to understand more about the business world
- It will motivate and challenge, and prepare you to make informed decisions about further study and career pathways
- It will provide entry into employment or other training in specific aspects of business, such as apprenticeships and vocational qualifications which focus on more specialised business areas
- It will lead into careers such as banking, sales, product management and general management

## **HOMEWORK POLICY**

Homework is viewed as an essential part of the course in helping to reinforce and develop knowledge and understanding and therefore will be set on a regular basis.

Homework set may involve:

- Written work
- Research activities
- Case studies
- Reading
- Learning key business terminology
- Watching business related programmes including the news, The Apprentice, Dragon's Den etc.

**MISS P JACKSON**