

## GCSE Business

GCSE Business is taught over 2 years in years 10 and 11. The exam board is Edexcel and the specification can be found here:

[https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE\\_Business\\_Spec\\_2017.pdf](https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf)

The GCSE course is split into two themes:

In Year 10 we cover Theme 1 – Investigating small business and Year 11 is all about building a business

<b>Year 10 Topics</b>	
<ul style="list-style-type: none"><li>• What is Enterprise</li><li>• Market research</li><li>• Understanding the competition</li><li>• Business aims and objectives</li><li>• Costs, Revenues and Profits</li><li>• Deciding on the right quantity to produce</li><li>• How to manage cash</li></ul>	<ul style="list-style-type: none"><li>• How businesses obtain finance</li><li>• Introduction to Marketing – deciding on Price, Place, Promotion and Product</li><li>• Business plans</li><li>• How society is affected by business</li><li>• Consumer rights</li><li>• Impact of technology change, laws, the economy</li></ul>
<b>Year 11 Topics</b>	
<ul style="list-style-type: none"><li>• Methods and impact of business growth</li><li>• How aims and objectives change</li><li>• Impact of globalisation</li><li>• International trade</li><li>• Business Ethics</li><li>• Marketing decisions</li><li>• Quality management</li></ul>	<ul style="list-style-type: none"><li>• Working with suppliers</li><li>• The Sales process</li><li>• Business calculations – profit margins etc</li><li>• Interpreting quantitative business data – financial, marketing, operational</li><li>• Human resources – organisational structures, recruitment, training and development, motivation</li></ul>

The GCSE Business course could be the right subject for you if you enjoy:

- communicating and explaining your ideas
- thinking creatively and making decisions
- working with numbers to solve business problems

- learning about the world of business through real and relevant local and international brands

You might have an interest in business, and want to start your own business one day. You may have an enquiring mind and be interested in learning about the world around you, how businesses are set up, and what it is that makes someone a great entrepreneur. This course will help you to understand all this and more.

After this qualification you will have an appreciation of how businesses operate and you will have developed skills in:

- making decisions and developing persuasive arguments
- creative and practical problem solving
- understanding data, finance and communication.

### **What will I learn?**

You'll start by exploring the world of small businesses through the lens of an entrepreneur. How and why do business ideas come about? What makes a successful business? You'll learn how to develop an idea, spot an opportunity and turn it into a successful business. You will understand how to make a business effective, manage money and see how the world around us affects small businesses and all the people involved. Then you'll move on to investigating business growth. How does a business develop beyond the start-up phase? You'll learn about key business concepts and issues and decisions you need to make when growing a business and working in a global business. You'll learn about meeting customer needs, making marketing, operational, financial and human resourcing decisions and you'll explore how the wider world impacts the business as it grows.

Teaching comprises of many different activities including games, discussion, debate, research, presentations and group work. Extended writing will be required throughout the 2 year GCSE course. Maths skills will also be required and this makes up 10% of the course.

Assessment is all by 2 exam papers, both of 90 minutes with 90 marks available for 50% of the total GCSE.

Both include multiple choice, calculation, short-answer and extended-writing questions.

Sections B and C are based on real life, relevant business contexts and examples.