

Business studies GCSE

Why do we study Business?

Business aims to give learners confidence to embark on a managerial or entrepreneurial journey, with the aim of creating future wealth creators who can operate independently but will also have an understanding of the need for fairness to all stakeholders.

Pupils are taught the skills and knowledge that will enable them to develop as commercially minded and enterprising individuals and help them to succeed in their chosen pathway.

How do we learn in Business studies lessons?

Pupils follow the Edexcel two year GCSE Business course. The course is divided into two main themes;

- Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for pupils to explore core concepts through the lens of an entrepreneur setting up a business.
- Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with an emphasis on aspects of marketing, operations, finance and human resources. It also considers the impact of the wider world on the decisions a business makes as it grows.

There are two equally weighted exam papers, focusing on each specification theme at the end of the course.

The course uses practical and enterprising content to engage and develop our pupils, building upon the key concepts developed earlier in the course. Assessment focuses on retrieval and application of knowledge to real world business examples.

What do we learn in Business studies lessons?

	Autumn	Spring	Summer
Year 10	The dynamic nature of business & Customer needs: How are small businesses set up,	Business Finance: What does a business have to consider when setting prices and	Business ownership & Understanding external influences on business: How can the way a

	<p>to satisfy customer and business demands.</p>	<p>how do they set their aims & objectives? How does a business ensure they have enough cash to survive?</p>	<p>business is set up affect business operations? What factors should be considered and how can a business respond when competing in a competitive environment?</p>
<p>Year 11</p>	<p>Growing a business & Making marketing decisions: What can a business do in order to grow their business? How to consider the marketing mix when becoming established in the market</p>	<p>Making operational decisions & Making financial decisions: Focusing on meeting customer needs through the design, supply, quality and sales decisions a business makes. Through building skills to understand financial documents that support business decision making.</p>	<p>Making human resources decisions: What does a business have to consider relating to the organisational structure, recruitment, training and motivation.</p>