

**BUSINESS**

**GAS**

Can you identify some of the businesses represented?

**We live an dynamic world; businesses must respond to internal and external pressures constantly. Decisions must be made to ensure the business's long term survival and growth.**

**Business Studies aims to help you understand the consequences of different decisions.**

Brexit

Competitors Actions

Employee relations

Covid 19

Changing Consumer Habits



**Research from Merchant Savvy reveals that there are over 5.7 million businesses in the UK. 99.9% of all businesses are classed as small to medium-sized enterprises, employing between 1 and 249 employees.**

**June 2020**

# Course overview

GCSE Business covers two themes;

In year 10, you will study **Theme 1: Investigating small business** which focusses on the needs and demands of new and small businesses.

In year 11, you will study **Theme 2: Building a business**. Students will understand how small to medium size businesses adapt and grow to become national and international businesses.

At the end of the two years you will be asked to sit **two external examinations** which will determine the final grade achieved.

## LEARNING OBJECTIVES

Learn about GCSE Business Studies.

## LEARNING OUTCOMES CHALLENGE

Be able to identify the key components of the GCSE course and opportunities available.

## ASPIRE

Make an informed decision about your GCSE options.



# What does the course cover?

There are a wide range of topics studied at GCSE including

- How to develop a business idea
- Business ownership
- Breakeven, cashflow, profit and loss
- Employee motivation
- Business ethics
- How to expand; the opportunities and pitfalls
- Ecommerce
- Marketing



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# Student attributes

To successfully study Business GCSE.

Students should be able to confidently;

- **Read** case study materials and **extract** the key information
- **Apply** their understanding and knowledge of business theory to respond to a question
- **Write** a clear and detailed response
- **Calculate** levels of profit, loss, market share and cashflow etc.

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# Assessment

You will be frequently asked to **recall information** in a series of low stakes testing scenarios. This builds to a summative assessment which will require you to recall key information and demonstrate the exam technique you have developed.

Each topic of work is underpinned with a knowledge organiser which is available from the start of the unit of work. There is an assessment at the end of each of the five topics which will be used to generate the student's current grade.

At the end of Year 10 and at several times in Year 11 you will be asked to sit a mock summative examination which will be based on a previous year's terminal examination. The combined result of this assessment will be used to generate the predicted grade.

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# Assessment

There are **two exams at the end of year 11.**

One for theme 1 and one for theme 2.

- Theme 1: 1 hour and 30 minutes. 50% of the qualification 90 marks.
- Theme 2: 1 hour and 30 minutes. 50% of the qualification 90 marks.

Each paper is divided into three sections:

Section A: 35 marks Section B: 30 marks Section C: 25 marks.

You will be required to demonstrate knowledge, apply this to a context, analyse and evaluate.

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## Enrichment Christmas Market



There are lots of opportunities to apply your knowledge of business







Cadbury World



Enrichment  
Business visits or  
guest speakers



# Career Pathways

Studying Business will give you an insight into how key business decisions are made.

So whether you are planning to be an entrepreneur like Lord Alan Sugar or work in an organisation it can give you an understanding and appreciation for how a business works.

Students often go on to study Business at A level or another Level 3 qualification. It can also help prepare students for apprenticeships and university.

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## LEARNING OUTCOMES

### CHALLENGE

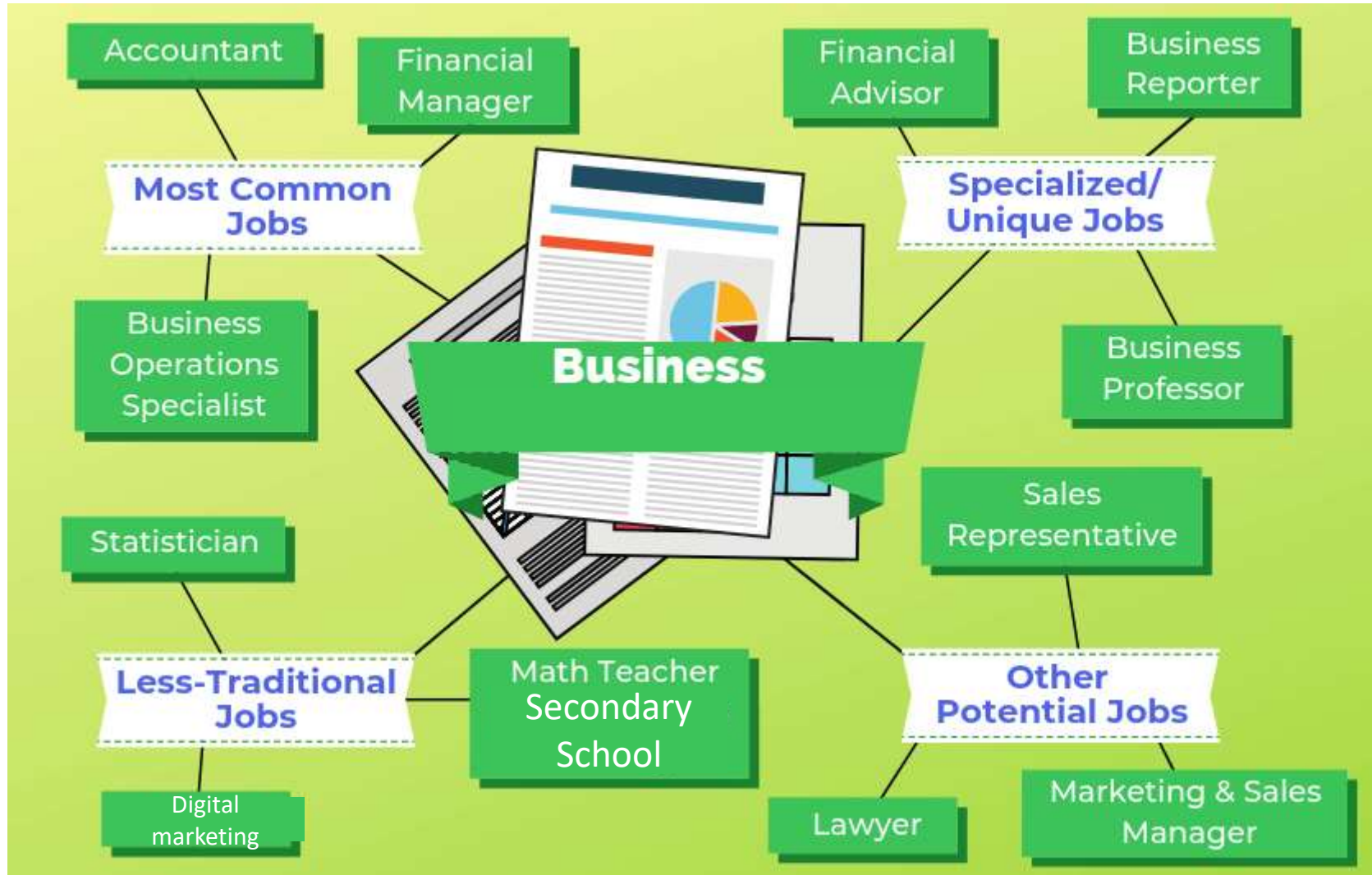
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# Potential jobs



# For more information

You can speak to

**Mrs Banger**

**Head of Business and Computing**

Look at the specification for the exam

[Edexcel GCSE Business \(2017\) | Pearson qualifications](#)

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