

GCSE Business

What is GCSE Business?

On this course you will find out how businesses start up, grow and manage their day-to-day affairs. The course examines how businesses operate in the global economy. The course focuses on the key areas of business, such as; marketing, finance, operations and human resource management, and investigates how businesses are affected by their external environment. As part of the course, you will also learn a variety of ways to analyse and evaluate real situations and, therefore, make recommendations based on business strategy.

What topics will I cover?

Theme 1: Investigating Small Business (Year 10):

- Enterprise and 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 (Year 11)

- Growing the business
- Making marketing decisions
- Making operational decisions
- Making financial decisions
- Making human resource decisions

You will learn about types of ownership, why businesses conduct market research and how they apply a marketing mix to attract their customers. You will consider why they analyse the market. You will also reflect on the skills and attributes of entrepreneurs, the main forms of business ownership and legal issues. You will study how businesses manage their finance and the sources of finance available to them. Simple economic concepts are introduced. You will gain an insight into how large businesses are run successfully and why they fail. Throughout the course, you will make links across the different areas of business to consider, for example, the implications for finance of launching a marketing campaign on a national scale.

How am I assessed?

You will be assessed through two external examinations, each lasting 90 minutes and worth 50% of the overall qualification. The papers assess your knowledge, and ability to apply, analyse and evaluate problems in a specific business context using a mix of multiple-choice questions, calculations, short answer questions, case study questions and extended responses.

- **Paper 1 covers: Theme 1: Investigating small business**
- **Paper 2 covers: Theme 2: Building a business**

What examination board will I follow?

Edexcel

Who should I speak to for further information?

Mrs Harding or Mr Brown or Mrs Cave