

# 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

# BTEC Technical Award in Enterprise

## What is BTEC Enterprise all about?

A BTEC Technical Award in Enterprise is a level 2 course, equivalent to one GCSE qualification. On this course, you will be able to learn Business practically. You will delve into the world of finance, marketing and promotion to gain a hands on experience of the business world. As part of the course you will also learn a variety of ways to analyse and evaluate real situations and, therefore, make judgements surrounding business strategy.



## What topics will I cover?

During this course you will study:

- The characteristics of enterprises and skills needed by entrepreneurs
- Market research and competitor behaviour
- Factors that contribute to the success of an enterprise
- How to plan and pitch a micro-enterprise activity
- The different promotional methods used by enterprises
- The importance of keeping financial records
- Ways that an enterprise can improve its performance

In the first component, you will learn how to set up and run a small business and reflect on the skills and attributes of entrepreneurs. You will learn about types of marketing; how and why businesses conduct market research and how they apply a marketing mix to attract their customers. This component will require you to research a small business to understand why it is so successful. Building on from this you will then develop your own plan for a small business opportunity and pitch it to a provider of finance. You will finally study how businesses promote their products and manage their finances. Throughout the course you will develop transferable skills, such as report writing, research, presenting and pitching an idea, data analysis and self-reflection.

## How am I assessed?

### Exploring Enterprise

- Coursework (30% of the assessment)

### Planning and Pitching for an Enterprise Activity

- Coursework (30% of the assessment)

### Promotion and Finance for Enterprise

- Examination (40% of the assessment)

## What examination board will I follow?

Edexcel

## Who should I speak to for further information?

Mrs Harding, Miss Borman or Mr Brown

# Economics

## What is GCSE Economics?

On this course you will find out how individuals and firms operate in the UK and global economy. You will study how recent events such as BREXIT may impact the UK and Europe and understand the role of the political environment in which we exist.

## What topics will I cover?

The course is split into two elements consisting of Microeconomics and Macroeconomics. The break down can be seen below:

### Microeconomics:

- Introduction to Economics
- How prices are determined
- Production, costs, revenue and profit
- Competition in markets
- The role of money and financial markets



### Macroeconomics:

- Government objectives
- How the government manages the economy
- Limitations of markets
- International trade and the global economy

You will gain an insight into what is happening in the current economic climate and strategies the government can use to influence the economy. You will study supply and demand and consider how to achieve sustainable growth in developing nations. If you enjoy debate and current global affairs, this could be a course worth considering!

## How am I assessed?

Content Overview	Assessment Overview	
<ul style="list-style-type: none"><li>• Introduction to Economics</li><li>• The role of markets and money</li></ul>	<p><b>Introduction to Economics (J205/01)*</b> 80 Marks 1 hour 30 minute written paper</p>	<p><b>50%</b> of total GCSE (9–1)</p>
<ul style="list-style-type: none"><li>• Economic objectives and the role of government</li><li>• International trade and the global economy</li></ul>	<p><b>National and International Economics (J205/02)*</b> 80 Marks 1 hour 30 minute written paper</p>	<p><b>50%</b> of total GCSE (9–1)</p>

## What examination board will I follow?

OCR

## Who should I speak to for further information?

Ms Harding or Mr Brown