

Why study Business?

Are you amused and entertained by adverts, but wonder about their impact and target market? Do you want to learn about how your favourite products are made and sold? Or why brands like Apple, Tiffany's or Ferrari can charge a premium price for their products?

Maybe you enjoy watching Dragon's Den and the Apprentice, or have your own ideas for a new product or service?

No matter what your vision, it's all here in the Business GCSE, giving you an incredibly powerful start to launch your career with transferable skills and knowledge that will apply to and complement any subjects or career choice.

Regardless of whether you'd like to become an entrepreneur, or work for any organisation the Business course will be relevant. You'll learn about money and develop skills in budgeting and financial awareness. Studying people management helps you build leadership skills, while looking at recruitment allows you to develop an eye for what prospective employers are looking for. The GCSE course gives an overview to what the businesses all around us are doing, studying their management, finance, marketing and operations.

How is the course organised?

The course is split into two units, on "*Operations and Human Resource Management*" and "*Marketing and finance*". Lessons will involve a mix of business case studies, videos, practical tasks and theory. There are regular assignments taken from GCSE exam papers to ensure you are making the good progress we expect from you.

How is it assessed?

- 2 exams taken at the end of Year 11 – both last 1 hour and 45 minutes and will contain a mix of multiple-choice, short-answer, calculation and extended answer questions based on a business case study.
- Both exams are worth 50% each. There is no coursework or controlled assessment.

What are the special features of the course?

No-one studies Business before Year 10. You will be new to the subject and so is everyone else. It is a diverse and real-world subject, with a variety of topics from the creative flair of marketing, product design, motivating and managing people as well as the logic of finance. Whatever you hope to do in future, your Business GCSE will be valued and relevant to any organisation, helping you with further study and building a career or your own businesses.

How can I find out more?

See Mr Morris (Business Studies Team Leader) or Mr Torpey, in L10 or L11.