

Business Studies



Exam Board Edexcel

Qualification GCSE

Aims and Objectives

This course is suitable for students who enjoy:

- communicating and explaining their ideas;
- thinking creatively and making decisions;
- working with numbers to solve business problems;
- learning about the world of business through research and investigation, as well as through practical tasks.

While studying the first two units of this course you are likely to learn a lot of new things. You will be introduced to the world of small businesses and will look at what makes someone a successful business person. You will find out how to develop an idea and to spot an opportunity, and to turn this into a successful business. You will understand how to make a business effective and to manage money. You will also see how the world around us affects small businesses and all the people involved. The route you choose to follow will determine what you learn.

Content (Outline of Course)

Unit 1: Introduction to Small Businesses/Unit 2: Controlled Assessment

- Spotting a business opportunity
- Showing enterprise
- Putting a business idea into practice
- Making the start-up effective
- Understanding the economic context

Unit 3: Building a Business

- Marketing
- Meeting customer needs
- Effective financial management
- Effective people management
- The wider world affecting business

Assessment

Unit 1: multiple-choice examination (worth 25% of the final grade)
Unit 2: controlled assessment (worth 25% of the final grade)
Unit 3: external examination (worth 50% of the final grade)

Careers Guidance

No matter which route you follow, a Business Studies qualification can help you to prepare for further and higher education, and for A-Level and BTEC courses. You will become skilled in making decisions, being creative, solving problems, understanding finance, dealing with data, and communicating and working as part of a team. A GCSE in Business Studies could lead to work in a business-related profession such as accountancy, law, marketing or the leisure and tourism industry. GCSE Business Studies can open the door to many apprenticeships, Level 3 courses or progression to university. In Sixth Form you can also qualify for the Careers Academy programme. Business Studies is the only subject that offers paid internships, mentoring and specific careers guidance.