

BUSINESS STUDIES

GCSE
qualification



GCSE BUSINESS STUDIES – SINGLE OPTION (EDEXCEL)

This is a practical and engaging course, using real businesses as examples, helping to enable students to;

- make decisions
- run their own business
- understand just what goes on in the world of work
- know what businesses look for when they recruit staff
- know why so many adverts are aimed at teenagers (and other target markets)
- understand why the same big businesses operate around the world

As a result of studying this course students will;

- be able to understand the business world which they will enter after finishing school/college/university.
- be able to make informed decisions and put forward arguments to persuade others.
- have the knowledge to help set up a business of their own.
- Business can lead on to many vocational qualifications and is a good stepping stone for A Level subjects, especially economics, accountancy and of course A Level Business.

There are two exams at the end of the course, each 90 minutes long.

The content will include:

CONTENT OVERVIEW UNIT 1

- Topic 1.1 Enterprise and entrepreneurship
- Topic 1.2 Spotting a business opportunity
- Topic 1.3 Putting a business idea into practice
- Topic 1.4 Making the business effective
- Topic 1.5 Understanding external influences on business

CONTENT OVERVIEW UNIT 2

- Topic 2.1 Growing the business
- Topic 2.2 Making marketing decisions
- Topic 2.3 Making operational decisions
- Topic 2.4 Making financial decisions
- Topic 2.5 Making human resource decisions

Some questions will be multiple choice, some will be extended writing to test your ability to explain why you made a particular decision.

Grades will be awarded 9-1.