

# GCSE Business



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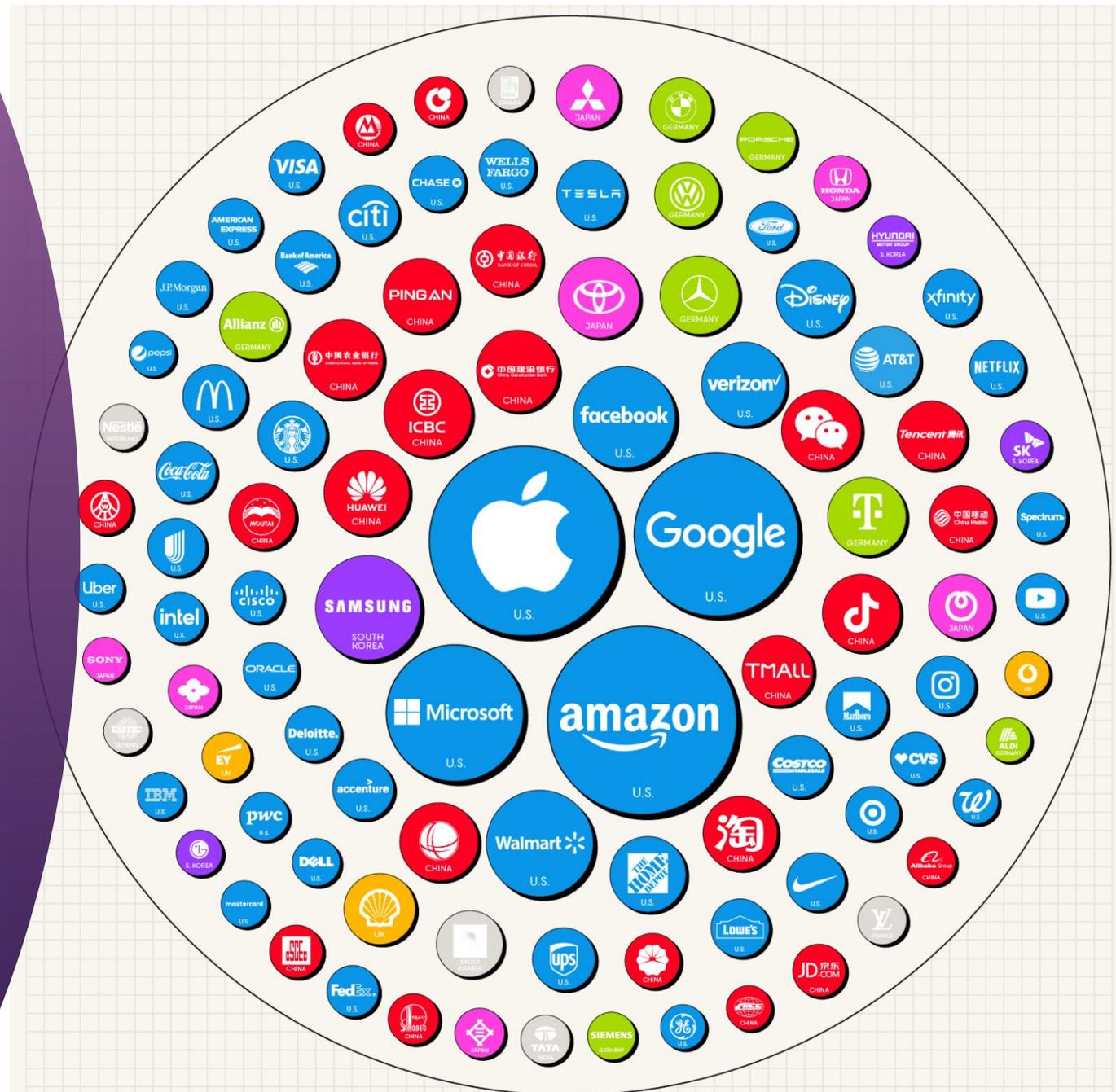
GCSE Business shows you how ideas become real brands, teaching you how to make money, attract customers and take control of your future.

# What is “Business”

**GCSE Business** teaches you how ideas turn into real businesses by exploring how companies make money, attract customers and make decisions in the real world.

**Business** helps you build confidence in sharing ideas and thinking like a leader

**Business** helps you gain knowledge that is helpful for everyday life and future careers



# Why “Business”

You’ll learn new skills like managing money, marketing on social media, making decisions, and solving problems, skills that are useful no matter what career you choose.

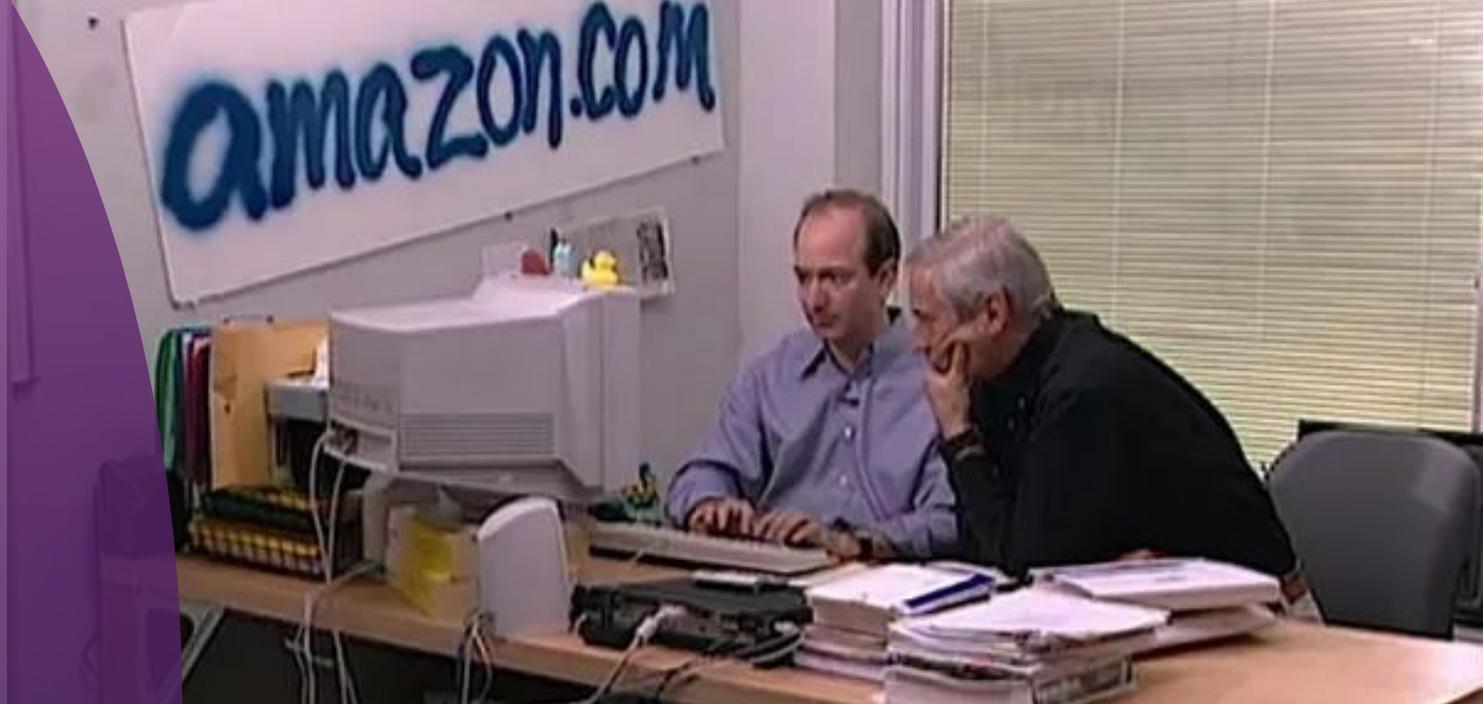
Studying business also shows how women are leading successful brands in fashion, music, sport, and tech



# Why “Business”

Whether you want to run your own business, work in a creative industry, or simply feel more confident, GCSE Business gives you the tools to believe in your ideas and can help make them happen.

What is important, is that you start!



## Assessment

Edexcel GCSE (1-9)

Two exam papers sat at the end of year 11

### Key skills needed to succeed

Creative essay writing

Business maths



## Course Overview and structure.

Assessment in GCSE Business is all about applying what you know to real business situations. With Edexcel, learners will sit two written exams at the end of the two-year course, each filled with realistic scenarios, data and case studies that mirror the kinds of challenges businesses face every day. You'll be asked to analyse information, make decisions and justify your ideas.

### **Exam Board: Pearson Edexcel Level 1/Level 2 GCSE (9–1)**

Business is assessed by two externally examined papers.

- Paper 1 – 90 marks (50% of the qualification)
- Paper 2 – 90 marks (50% of the qualification)

The papers will consist of business calculations, multiple-choice, short-answer and extended-writing questions.



## Theme 1 - Year 10

### THEME 1 – INVESTIGATING SMALL BUSINESS

#### 1.1 Enterprise and entrepreneurship

- Topic overview
- Dynamic nature of business
- Risk and reward
- Role of Business Enterprise

#### 1.2 Spotting a business opportunity

- Customer needs
- Market research
- Market segmentation
- The Competitive Environment

#### 1.3 - Putting a Business Idea Into Practice

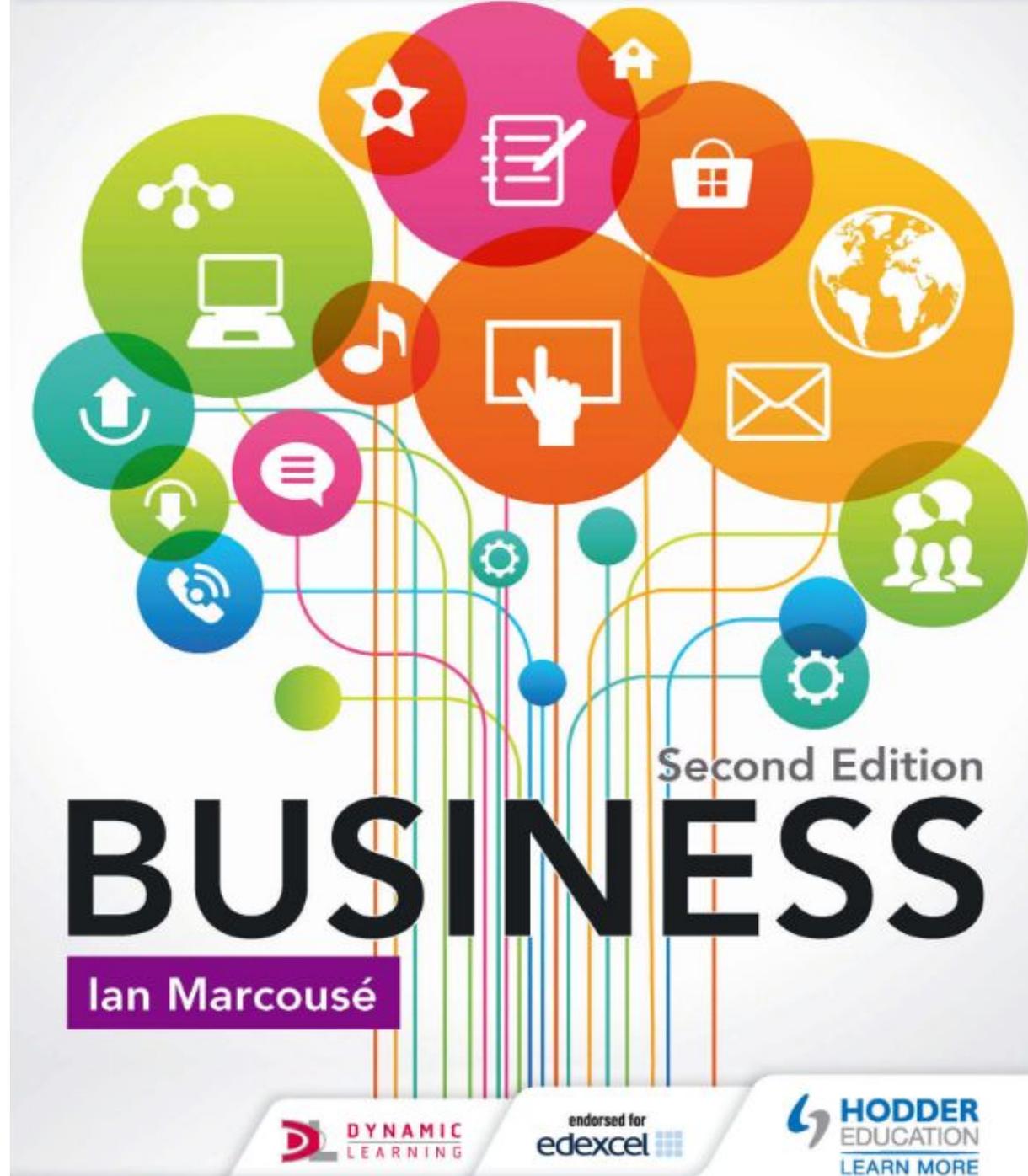
- Business aims and objectives
- Business revenues, costs and profits
- Revenue and Profit
- Cash and cash-flow
- Sources of business finance

#### 1.4 - Making the Business Effective

- Business organisation
- Business location
- Marketing mix
- Business plans

#### 1.5 - Understanding External Influences on a Business

- Business stakeholders
- Technology and business
- Legislation and Business
- The economy and business
- The importance of external influences



## Theme 2 - Year 11

### THEME 2 – BUILDING A BUSINESS

#### 2.1 Growing the Business

Business Growth  
Changes in business aims and objectives  
Globalisation  
Benefits  
Drawbacks  
Ethics, the environment and business

#### 2.2 Making marketing decisions

Product  
Promotion  
Place

#### 2.3 Making Operational Decisions

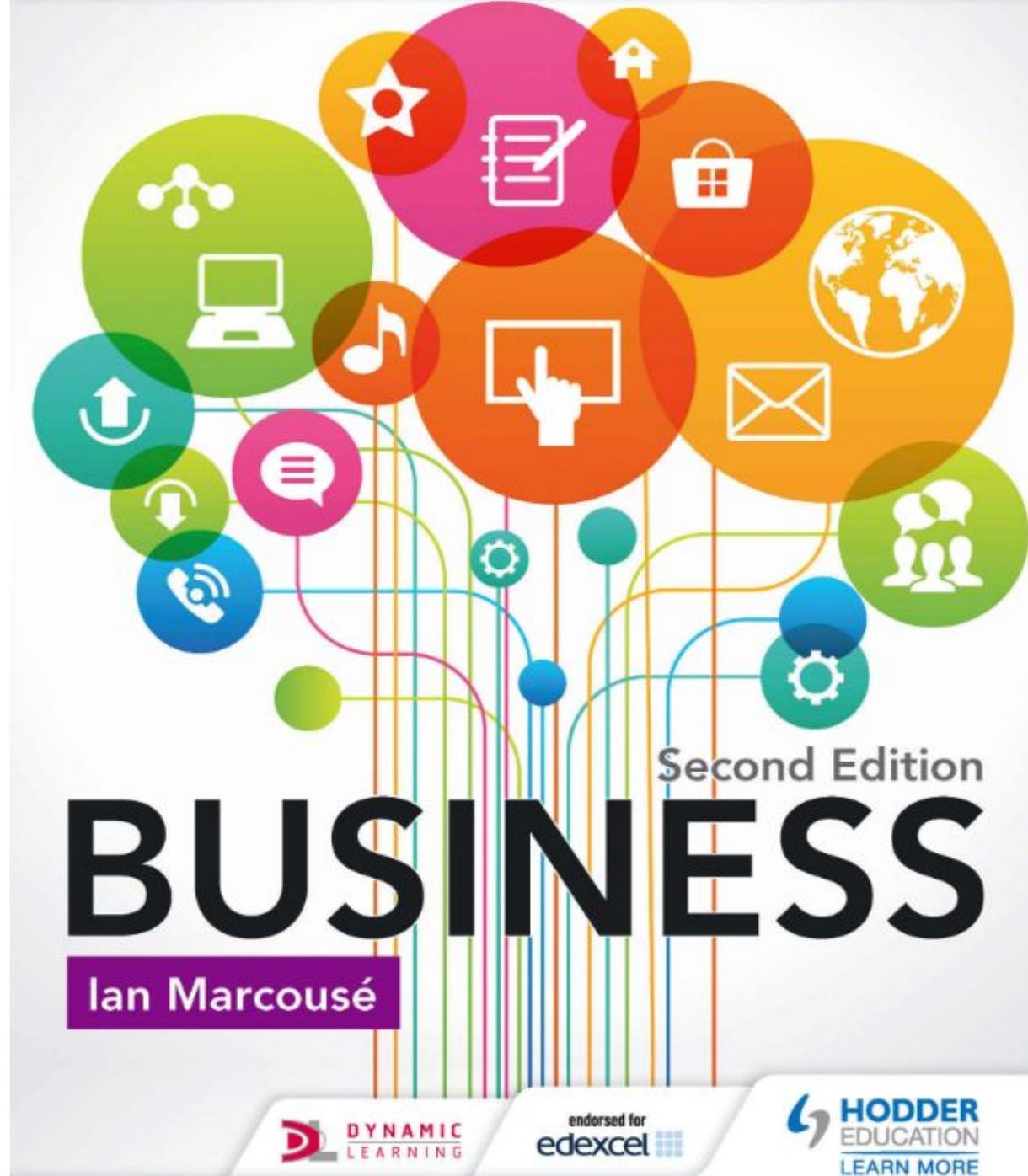
Business operations  
Working with suppliers  
Managing quality  
The sales process and customer service

#### 2.4 Making financial decisions

Business calculations  
Understanding business performance

#### 2.5 Human Resource Decisions

Organisational structures  
Effective recruitment  
Effective training and development  
Motivation



# Key Career Skills

Beyond the classroom, the skills you develop....

- problem-solving
- decision-making
- teamwork
- understanding how the world of work operates

# Future career opportunities

Whether you dream of running your own business, working in **marketing** or **finance**, **managing people** or shaping the future of global brands, studying Business helps you think strategically and prepares you for a world where adaptability and initiative really matter.

# Future study opportunities

**GCSE Business** is a wonderful gateway to a huge range of future opportunities.

It provides learners with a strong foundation for further study at A-Level, BTEC or vocational courses in Business, Economics, Finance, Marketing