

# Business Studies

## GCSE

Course Leader:	Miss M Tolhurst
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Examination Board:	Edexcel
Assessment:	100% external written examinations (two papers)

### **Why should I study this subject at Key Stage 4?**

Business is at the heart of modern society and this GCSE will provide you with a better understanding of the world around you and how it works.

### **What does the course involve?**

You will learn about business concepts, marketing, innovation in technology, the economy, finance, ethics and the impact of business on individuals and wider society.

We will develop you as an enterprising individual with the ability to think commercially and creatively to demonstrate business acumen, drawing on evidence to make informed business decisions and solve business problems.

The course has two main themes; these are then assessed at the end of the course through two externally set examinations. Each exam is worth 90 marks.

### **Theme 1 – Investigating Small Business (50%)**

the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for you to explore core concepts through the lens of an entrepreneur setting up a business

### **Theme 2 – Building a Business (50%)**

examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with an emphasis on aspects of marketing, operations, finance and human resources. It also considers the impact of the wider world on the decisions a business makes as it grows.

In both themes you will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions.

### **Skills developed**

You will demonstrate a wide range of transferable employable skills, whilst empowering you to be a critical and reflective thinker with an enquiring mind. You will also harness quantitative skills relevant to business, including using and interpreting data.

This course is best suited to those wishing to develop their analytical skills and knowledge of the world around them.