

# Business Studies

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# What this session will cover:

1. Course Layout
2. What a typical lesson looks like
3. Assessment
4. What GCSE business can offer you.
5. Possible Career Paths



# Course Layout

GCSE Business is broken into two themes

## Theme 1

1. Enterprise and entrepreneurship
2. Spotting a business opportunity
3. Putting a business idea into practice
4. Making the business effective
5. Understanding external influences on business

## Theme 2

1. Growing the business
2. Making marketing decisions
3. Making operational decisions
4. Making financial decisions
5. Making human resource decisions

# Course Content: Year by Year

Year 9	Year 10	Year 11
<p>1) Understanding entrepreneurship</p> <p>2) How to spot business opportunities e.g. market research, segmentation</p> <p>3) How to put business ideas into practice; e.g. Objectives, costs, revenue and profits, cashflow, sources of finance.</p>	<p>4) Making the business effective; e.g. ownership, location</p> <p>5) Understanding the external world e.g. Legislation, economics, Technology</p> <p>1) Growing the business; e.g. finance; ethics; objectives.</p> <p>2) Marketing Decisions; e.g. Pricing, Promotion</p>	<p>3) Operations; e.g. labour productivity, unit costs, quality.</p> <p>4) Financial Decisions; e.g. Gross v Net profit, ARR and analysis of financial data.</p> <p>5) Human Resource Management; e.g. Recruitment and selection, training, motivation.</p>

Regular revision of topics happens in all three years

# Typical Lesson Activities:

1. Begin with a starter related to the lesson or the one previous.
  2. Taking notes; especially new terminology.
  3. Doing a mixture of activities mentioned to the right.
  4. Question and answering sessions.
- Most of what we do is related to real business examples and current affairs – **its very important you are interested in these.**
- Research tasks
  - Brainstorms
  - Debates
  - Analysis
  - Presentations
  - Quizzes
  - Team working
  - Exam questions and exam technique



# What GCSE Business can offer you

Business is of value to everyone as you are all going to be part of the workplace and all of you are consumers.

It can help you understand how businesses operate and how they complete in a constantly changing world.

It offers you an insight into the world of business, current affairs, government decision making and legislation.

**It is not** simply about Dragons Den, The Apprentice and making lots of money. It is much more complex than this.

# Assessment: 2 exams

## PAPER 1: Theme 1

**1 hour 30 mins**

2 x multiple choice

3 x calculation

6 x 3 mark questions

3 x 6 mark questions

2 x 9 mark questions

1 x 12 mark question

## PAPER 2: Theme 2

**1 hour 30 mins**

2 x multiple choice

3 x calculation

6 x 3 mark questions

3 x 6 mark questions

2 x 9 mark questions

1 x 12 mark question

There are lots of revision resources on the SLE to match each of these units.

# Other Assessments

Throughout each scheme of work you will complete exam questions in class to help you prepare. You will also be expected to complete exam questions at home. You will complete regular progress tests and key terminology checks. There will also be mock papers.

# Career Paths

The course will be a good stepping stone for studying at A-level, particularly Business, Economics, and Accounting.

It can also lead into the careers mentioned on the right.

- Human Resource Managers
- Public Relations
- Communications Officer
- Marketing
- Retail Management
- Advertising
- Finance and Accounting
- Production and Operations
- Office Manager and Purchasing/Buyer.

**It could also give you the skills and confidence to perhaps one day run a business of your own.**

