

## BUSINESS STUDIES GCSE

Examination Board – AQA

5 periods per 2 weeks

This course is an excellent introduction to the world of business, which is vital to society. The course is designed to reflect the ways in which business operate in today's modern world. The course covers a wide range of contemporary business topics such as:

- Business in the real world - The purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business. Students need to be aware of the impact business in the real world has on the four functional areas of business: business operations, human resources, marketing and finance;
- Influences on business - The importance of external influences on business and how businesses change in response to these influences. Students need to be aware of the impact influences on business have on the four functional areas of business. Influences will include technology, ethical, legal, economic, globalisation and the competitive environment;
- Business operations – The production process, role of procurement, concept of quality and good customer services;
- Human resources – The organisational structures, recruitment and selection of employees, training and motivating employees;
- Marketing – Identifying and understanding customers, segmentation, market research and the 4 P's of the marketing mix;
- Finance – Sources of finance, cash flow, financial terms, calculation of financial concepts and analysis of financial performance;

### Assessment

This is a linear course and there is no coursework. Students will achieve an overall grade based on their performance on 2 exam papers which they will sit at the end of year 11.

Paper 1: Influences of operations and HRM on business activity	+	Paper 2: Influences of marketing and finance on business activity
<b>What's assessed</b> <ul style="list-style-type: none"><li>• Business in the real world</li><li>• Influences on business</li><li>• Business operations</li><li>• Human resources</li></ul>		<b>What's assessed</b> <ul style="list-style-type: none"><li>• Business in the real world</li><li>• Influences on business</li><li>• Marketing</li><li>• Finance</li></ul>
<b>How it's assessed</b> <ul style="list-style-type: none"><li>• Written exam: 1 hour 45 minutes</li><li>• 90 marks</li><li>• 50 % of GCSE</li></ul>		<b>How it's assessed</b> <ul style="list-style-type: none"><li>• Written exam: 1 hour 45 minutes</li><li>• 90 marks</li><li>• 50 % of GCSE</li></ul>
<b>Questions</b> <ul style="list-style-type: none"><li>• Section A has multiple choice questions and short answer questions worth 20 marks.</li><li>• Section B has one case study/data response stimuli with questions worth approximately 34 marks.</li><li>• Section C has one case study/data response stimuli with questions worth approximately 36 marks.</li></ul>		<b>Questions</b> <ul style="list-style-type: none"><li>• Section A has multiple choice questions and short answer questions worth 20 marks.</li><li>• Section B has one case study/data response stimuli with questions worth approximately 34 marks.</li><li>• Section C has one case study/data response stimuli with questions worth approximately 36 marks.</li></ul>

### Style of learning

A variety of teaching methods are used throughout the course, to ensure that all students take an active part in the lessons. As well as formal teaching, we use video clips to look at real world businesses. Students will undertake their own research to complete projects. Homework is set

weekly and will take many forms, such as research, answering exam style questions, producing business reports, reading activities, or producing posters or displays.

### Progression

Business studies is an ideal qualification for any career. Everyone works for some form of business! It is also an ideal foundation for progressing onto Advanced Level Business Studies in the sixth form. Business qualifications are particularly suitable for careers in management, law, accountancy, retailing, banking, the civil service or human resource management. Alternatively students may go on to run their own successful business!