



## COURSE CONTENT

Business offers pupils the opportunity to study a subject which they have not studied before. Business students will examine the business world; investigate the different functional areas; and how businesses operate within the external environment.

**If you choose to study GCSE Business you will study the following topics:**

**ENTERPRISE** – Pupils will examine if they have the necessary skills to set up and run their own business, examine the stages involved in setting up your own business and will understand how to develop a business plan. They will also have the opportunity to set up their own business to develop their entrepreneurial skills at the school Christmas Fayre.

**MARKETING** - Students will look at methods to advertise and promote businesses and well as pricing strategies, product development and how to find out customer needs through market research. Students will be given the opportunity to visit businesses to explore their marketing techniques. Previous students have visited Cadbury's World and Manchester United.

**HUMAN RESOURCE MANAGEMENT** - This section examines how employees within a business should be managed and includes recruitment, selection, induction and training as well as aspects of motivation.

**OPERATIONS MANAGEMENT** - This section is concerned with the way businesses use and manage resources, produces their products, maintains quality and makes location decisions. Students will be given the opportunity to Jaguar and a small business to explore their production and quality techniques.

**FINANCE** - This section examines the sources of finance for businesses, financial planning (including breakeven and cash flow models) and analyses the performance and profitability of businesses via profit and loss accounts, balance sheets and ratios.

**EXTERNAL ENVIRONMENT** –Students will look at the external business environment including the economy, technology, legislation and stakeholder impact.

Students will get the opportunity to take part in business visits to develop their understanding of the business theory.

**NOTE: students will not be able to choose GCSE Business and Event Operations due to overlapping content.**

## ASSESSMENT

There are two exams each worth 50%.

## PROGRESSION & FUTURE CAREERS

This GCSE combines well with many other subject areas. It is also a popular course for progression to A Level, Level 3 courses, college courses or apprenticeships.

## WEBSITE

Examination Board: <https://qualifications.pearson.com/en/home.html>