



GCSE Business

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Why study GCSE Business?

The aims of this qualification are to enable students to understand business concepts, terminology, business objectives, different business activities and the impact of business on individuals and wider society. Students will apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global situations. They will also develop as enterprising individuals, thinking commercially and creatively to demonstrate real business skills. They will investigate and analyse real business opportunities and issues to construct and structure balanced arguments, demonstrating an understanding of business. They will also understand how to develop and apply quantitative skills as well as using and interpreting data.

What does the course involve?

This course consists of two distinct units of work, Unit 1: Investigating Small Business and Unit 2: Building a Business.

Unit 1: Investigating Small Business

There are a range of topics that students will cover in this unit of work:

Enterprise and entrepreneurship – students will know how and why business ideas come about, looking at the risks and reward on business activity and the role of entrepreneurship.

Spotting a business opportunity – students will be able to identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition in given markets.

Putting a business idea into practice – students will put a business idea into practice, identifying aims and objectives and concentrating on the financial aspects of it.

Making the business effective – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.

Understanding external influences on business – students will study factors outside of the immediate control of a business, such as stakeholders, technology, legislation and the economy and consider how business responds to them.

Unit 2: Building a Business

Topics covered in this unit of work are:

Growing the business – students are introduced to methods of growth and how and why business aims and objectives change. The impact of globalisation and the ethical and environmental issues businesses face.

Making marketing decisions – students will explore how each element of the marketing mix is managed and informs and make business decisions.

Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.

Making financial decisions – students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.

Making human resource decisions – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.

How will I be assessed?

Both units are assessed by external examination, each unit equates to 50% of the overall grade.

What are my progression routes?

After studying GCSE Business, you could be able to progress onto either the Level 3 BTEC National in Business, A Level Business courses or any other relevant Level 3 courses.