

# GCSE Business

## What will I study?

There are six GCSE Business units in total. **Three units studied in Year 10**, namely:

- **Business activity** - The role of enterprise and entrepreneurship, business planning and the different types of business ownership.
- **Marketing** - The role of marketing, the different forms of market research and the **4Ps** of marketing, which is the right **PRODUCT** at the right **PRICE** in the right **PLACE** using the most appropriate **PROMOTION**.
- **People** - The role of Human Resources, which can be summarised **as** "the right number of people, with the right skills in the right place at the right time".

In addition, **Three units in Year 11**, namely:

- **Operations** - Production processes (*how things are made*), quality assurance, consumer law and business location.
- **Finance £** - The role of the finance function, sources of finance, revenues, costs, profit and loss, analysing financial accounts, calculating break-even point and producing cash flow forecasts
- **Influences on business** – the external influences on business such as business ethics and environmental considerations, the economic climate and globalisation (The EU etc.)

## How is Business taught?

During your lessons, you will participate in many different forms of learning such as individual, paired and group work, class discussion, problem solving, research (*internet/textbook*), presentations and independent study.

## How is GCSE Business assessed?

As well as regular homework assignments and unit tests, GCSE Assessment is via two 90-minute exams in May/June of Year 11.

- ✓ Business 1 exam paper (*50% of overall GCSE grade*)
- ✓ Business 2 exam paper (*50% of overall GCSE grade*)

## Will I use computers?

Yes, all GCSE Business classes are located in computer rooms with approx. 25 computers. You will use computers for research, and to help in the presentation of your classwork activities. You will use Word, Power point, Publisher and Excel.

### **Will I start a business?**

No, but you will learn how businesses are started, how they are organised and how they grow overtime. You will study many real life examples of entrepreneurs and all different types of businesses.

### **Can I study Business at A level?**

Yes, a significant number of our GCSE students choose to stay with the department and successfully study Business at A level. Many of these will choose to study some aspect of Business at University.

### **Why should I choose Business as one of my GCSEs?**

Business is a fascinating subject and your studies will help you better understand the “business world” that we all depend on. Everything you own is produced or supplied by businesses from all around the world. You will learn how things made, how they are advertised and how they are priced etc.

You will also learn some very practical skills that will help you later in life such as how to write an effective CV, which could help when applying for, jobs, courses etc.