



BUSINESS & ENTERPRISE

GCSE Business

Why is the study of GCSE Business important?

The aims and objectives of this qualification are to enable students to:

- know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
- apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts
- develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems
- develop as effective and independent students, and as critical and reflective thinkers with enquiring minds
- use an enquiring, critical approach to make informed judgements
- investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business
- develop and apply quantitative skills relevant to business, including using and interpreting data.

What skills will the GCSE Business teach you?

Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society

- apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts
- develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems
- develop as effective and independent students, and as critical and reflective thinkers with enquiring minds
- use an enquiring, critical approach to make informed judgements
- investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business
- develop and apply quantitative skills relevant to business, including using and interpreting data.

What will you know and understand from your study of GCSE Business?

Business contexts

Through studying this qualification students will:

- apply knowledge and understanding to different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts
- develop an understanding of how these contexts impact on business behaviour
- use business terminology to identify and explain business activity
- apply business concepts to familiar and unfamiliar contexts.

Business decision making

Through studying this qualification students will:

- apply knowledge and understanding to business decision making, including:
 - o the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources; and how these interdependencies underpin business decision making
 - o how different business contexts affect business decisions
 - o the use and limitation of quantitative and qualitative data in making business decisions
- develop problem-solving and decision-making skills relevant to business
- investigate, analyse and evaluate business opportunities and issues
- make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills.

How does your study of GCSE Business support your study in other subjects?

Business studies also provides you with a new, practical context for many of the subjects they have studied, including mathematics, science and technology, language, and social studies. It will help students to recognise the relevance of these subjects as they are applied in the world of business – for example, in helping people with their needs, challenges, and problems; and in creating products and services that help to improve the quality of life.

How can you deepen your understanding of GCSE Business?

<https://revisionworld.com/gcse-revision/business-studies>

<https://www.bbc.co.uk/bitesize/subjects/zpsvr82>

<https://senecalearning.com/en-GB/blog/gcse-business-revision/>

<https://quizlet.com/en-gb/content/gcse-business-studies>

How are you assessed in BTEC Tech Award in Enterprise?

In Year 10 you are assessed internally through coursework and externally through an exam. There are 6 assessment points each year that we term Praising Stars©. We assess how students at their current stage of study are on track to reach their end of stage targets which are formulated on aspirational expectation from their KS2 starting points. We make an

informed prediction from our holistic assessments based on our subject mapping of expectation across the enterprise curriculum.

Key Assessment Objectives

Students must:		% in GCSE
AO1	Demonstrate knowledge and understanding of business concepts and issues	35
AO2	Apply knowledge and understanding of business concepts and issues to a variety of contexts	35
AO3	Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions	30
Total		100%

How can Enterprise support your future?

This qualification in business will:

- enable students to understand more about the business world
- motivate and challenge students and prepare them to make informed decisions about further study and career pathways.

Students can progress from this qualification to several different academic and vocational qualifications at Level 3, including GCEs in Business, History, Geography, Economics and Psychology and BTEC Nationals in Business. The knowledge and skills gained from GCSE Business support students' entry into employment or other training in specific aspects of business, such as apprenticeships and vocational qualifications which focus on more specialised business areas. GCSE Business provides a strong foundation for employment, with students progressing, with further training, to a wide range of careers training such as banking, sales, product management and general management.

The study of GCSE Business can lead to a wide range of careers:

This course is a fantastic foundation for developing skills that you can take with you into a wide range of careers. It aims to give you an understanding of the workings of business enterprise. This curriculum pathway can lead to a full range of education and training at Post-16 level. Studying Business is especially favoured by employers as students are equipped with the necessary skills in Business. Careers include:

- Office Manager
- Accountant Brand Manager
- Financial Adviser
- Bank Manager
- Business Analyst
- Quality Manager
- Solicitor
- Teacher
- Administration roles
- Human Resources Manager
- Marketing Manager

GGSE Business

Year 1	Year 2
<p>Theme 1:</p> <ul style="list-style-type: none">● Topic 1.1 Enterprise and entrepreneurship – students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.● Topic 1.2 Spotting a business opportunity – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.● Topic 1.3 Putting a business idea into practice – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.● Topic 1.4 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.● Topic 1.5 Understanding external influences on business – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.	<p>Theme 2:</p> <ul style="list-style-type: none">● Topic 2.1 Growing the business – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.● Topic 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.● Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.● Topic 2.4 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.● Topic 2.5 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.