



Qualification Name	Business Studies
Exam Board	Pearson—Edexcel
Type (e.g. GCSE/BTEC Certificate)	GCSE
Level (1,2 or both)	Both
GLH (Guided Learning Hours)	120-140
Course Content Outline (What Will I study?)	<p>There are 2 themes each with 5 topic areas:</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>2.3 Making operational decisions - this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>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.</p> <p>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.</p>
Typical Lesson/Homework Activities. (How will I study?)	<p>Real life case studies matched to pupils experience</p> <p>Booklet and group work</p> <p>Past exam paper practice</p> <p>Business skills practice</p>
Success Criteria (How will I be assessed?)	There are two 90 minute exams at the end of the course worth 50% each. They consist of multiple choice, short answer, and long answer questions.
Succession Paths Post-16 (What can I do with this qualification?)	<p>Business studies goes with any other subject and is valued by employers, colleges and universities in their entrance requirements.</p> <p>Business studies equips you with knowledge of how businesses can be successful, but also develops:-</p> <ul style="list-style-type: none"> • writing skills • research skills • verbal skills