

What is the course like?

Businesses operate in an ever-changing global environment and must continually innovate and adapt to stay ahead of the competition. Our aim is to spark pupils' interest in this dynamic and fascinating subject, so that they gain a deep appreciation of the role of businesses in today's society.

The course will allow pupils to develop an understanding of business functions and how they interact to offer goods or services. Pupils study a range of businesses from small independent companies up to global corporations, developing knowledge of how the organisations are led, marketed, financially managed, and operated. Pupils learn about the environment in which businesses operate and the opportunities and threats they face through competitive, economic, political, legal, environmental, and technological changes. A variety of teaching and learning methods are used to bring the subject to life. To be successful, pupils will need an interest in the business world and want to know more about what makes a business successful, why we need to have so many different businesses, what they do, and how they do it. We aim for GCSE Business to inspire the entrepreneurs and business leaders of the future.

What is studied during the course?

- *Influences of operations and human resources on business activity*
 - Topic examples include enterprise, business planning, aims and objectives, location, types of production, organisational structure, and recruitment.
- *Influences of marketing and finance on business activity*
 - Topic examples include market segmentation, market research, marketing mix, sources of finance, cash flow, financial reports, and calculations such as break-even.

How is the course assessed?

Two written papers:

Unit 1: Influences of operations and human resources on business activity

Written exam: 1 hour 45 minutes, 90 marks, worth 50% of the GCSE.

Questions

1. Section A has multiple choice and short answer questions.
2. Section B has one case study/data response.
3. Section C has one case study/data response.

Unit 2: Influences of marketing and finance on business activity

Written exam: 1 hour 45 minutes, 90 marks, worth 50% of the GCSE.

Questions

1. Section A has multiple choice questions and short answer questions.
2. Section B has one case study/data response.
3. Section C has one case study/data response.

Additional Information

During the two-year course, the pupils will have an opportunity to visit Cadbury World to see marketing and operations management theory in practice, as well as hearing from external speakers from the business world.

For further information, please contact Mrs Auld.