



GCSE

Business

Course description

Theme 1 – Investigating small business

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 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.

Theme 2 – Building a business

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 Growing a business means that decisions relating to organisational structure, recruitment, training and motivation that need to be made to influence business activity.



Head of Department
Mr S Booker



Exam Board
Edexcel



Number of timetabled
periods per fortnight:
7



Equivalent number of
GCSEs awarded:
1



Exam Board website
[Business](#)
School website
[HBHS WRL dept.](#)

Assessment

Assessment for this course is 100% examination and there is no coursework element.

Students will sit TWO 1 hour and 30 minute papers (each paper is worth 50% of total marks).

The paper is divided into three sections: Section A: 35 marks, Section B: 30 marks & Section C: 25 marks.

The paper will consist of calculations, multiple-choice, short-answer (worth 3-6 marks) and extended writing questions (worth 9-12 marks).

Students are assessed on their:

- course knowledge
- the quality of the application when answering questions to real-life business case studies
- analytical skills
- evaluative skills.

