

# GCSE Business Studies

## General Course Information

**Do you often wonder why you desire certain products and how Jay Z sells so many tickets to his concerts? Why do you think of Cadburys chocolate when you see the colour purple? Why do you know it's nearly Christmas when the Coca Cola advert comes out? It's all about business and the clever marketing that is used to increase awareness and yearning for items. If you like to watch Dragons Den and you think you may be a future entrepreneur then this is the course for you.**

You'll start by exploring the world of small businesses through the lens of an entrepreneur. How and why do business ideas come about? What makes a successful business? You'll learn how to develop an idea, spot an opportunity and turn it into a successful business. You will understand how to make a business effective, manage money and see how the world around us affects small businesses and all the people involved.

Then you'll move on to investigating business growth. How does a business develop beyond the start-up phase? You'll learn about key business concepts and issues and decisions you need to make when growing a business and working in a global business. You'll learn about meeting customer needs, making marketing, operational, financial and human resourcing decisions and you'll explore how the wider world impacts the business as it grows.

## How is the course assessed?

Paper 1 – Investigating small business

Written exam: 90 minutes, 90 marks. 50% of the total GCSE

Paper 2 – Building a business

Written exam: 90 minutes, 90 marks. 50% of the total GCSE

(Both papers consist of multiple choice, calculation, short-answer and extended-writing questions)

## Who's it for?

There is no previous knowledge needed, just a hunger for finding out how businesses run on a day to day basis. There is an aspect of finance so we will be calculating profit, so an understanding of maths will be helpful.

## Progression

If you decide to study Business at university you will be in a strong position facing the graduate job market..

Business students find themselves working in a range of related and unrelated sectors: international business, finance, accountancy, retail, marketing, human resources, events management.

