

BUSINESS STUDIES

KS4 (Edexcel GCSE Business)

Students investigate concepts associated with a growing business beyond the startup and some of the problems they may face in expanding and developing the business. Students are encouraged to take an interest and gain an understanding of the real world examples and experiences.

Theme 2: Building a Business

Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. The impacts of the wider world on the decisions of a business are also considered. Students should develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates.

YRII



Course Content and Skill Development

Growing the business: methods of growth, how and why aims change, impacts of globalisation, ethics and the environment.

Making marketing decisions: elements of the marketing mix.

Making operational decisions: meeting customer needs through design, supply, quality and sales decisions.

Making financial decisions: tools used to support financial decision including ratios and limitations of financial data.

Making human resources decisions: organisational structures, recruitment, training, motivation.

Students will develop both literacy and numeracy skills in an applied way, have the chance to develop their research, problem solving and presentation skills.



Specification link

<https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>

When and how assessment of learning will happen (throughout the course)

Students will be formally assessed by tests at the end of each section using a range of GCSE style questions. Other tasks will be formally marked using exam board criteria or sometimes peer or self assessed.

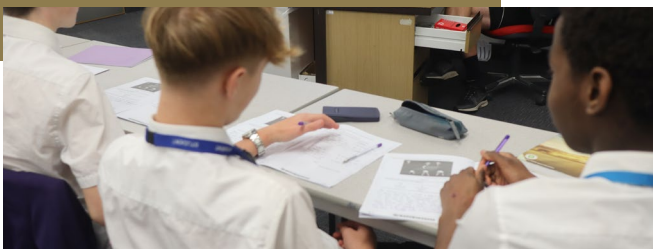
The final exams/ assessment

A single 1 hour 45 minute exam at the end of year 10 to judge progress and gain experience of exam technique.

Home Learning Expectations

Students will be set regular homework, posted on the Google Classroom. This will take a variety of formats from research, to 'purple penning' to wider reading.

If a student is absent from a lesson, the materials should be found on Google Classroom; there is an expectation that the student will make efforts to catch up the missed work in their own time.



Useful Information

Students are recommended to purchase an Edexcel GCSE revision guide and workbook, both available from the department.

Useful websites

<https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

<https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public>

<https://www.youtube.com/@TwoTeachers>

<https://www.youtube.com/@TakingTheBiz>

<https://www.youtube.com/@Bizconsesh>

