

GCSE BUSINESS STUDIES

Examination Board – AQA

[GCSE Business](#)

Course description

This is an exciting course which aims to open student's eyes to the world of business. The units provide students with the opportunity to explore the theories and concepts in the context of events in the business world. Students will consider the practical application of business concepts. The course provides progression for those wishing to continue their studies to A' Level Business, A' Level Economics, BTEC level 3 Business.

The course is suitable for students who have good skills of written communication, can apply their knowledge in a variety of contexts, can analyse and evaluate evidence and make reasoned judgements. An interest in the world of business would also be an advantage.

Assessment

The course is divided into two units:

- **Unit 1 - Influences of operations and HRM on business activity**

Students will study the purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business. Students need to be aware of the impact business in the real world has on the four functional areas of business: business operations, human resources, marketing, finance. Students will also study the importance of external influences on business and how businesses change in response to these influences. The operations element of this unit covers production processes, the role of procurement, the concept of quality and good customer service. The HRM element covers topics such as organisational structures, recruitment and selection of employees, motivating employees and training.

How it's assessed

- Written exam: 1 hour 45 minutes
- 90 marks
- 50% of GCSE

- **Unit 2 – Influences of marketing and finance on business activity**

Students continue to study the purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business. The marketing element of this unit covers identifying and understanding customers, segmentation, the purpose and methods of market research and the elements of the marketing mix.

The finance element covers topics such as sources of finance, cash flow, financial terms and calculations and analysing the financial performance of a business.

How it's assessed

- Written exam: 1 hour 45 minutes
- 90 marks
- 50% of GCSE

Why study GCSE Business Studies

The course provides students with the opportunity to embark on something which is totally new. They will be able to explore the real world of business, examine business activity and strategy and use theory to develop an understanding of business success and failure. Investigating business activity provides an excellent insight into the world of work and the various job roles which exist in the business environment. The skills of application, analysis and evaluation which are developed on the course provide a valuable foundation for study at KS5.



Further information on GCSE Business Studies can be obtained from Mrs D Seward, Head of Department Business and Economics.