

GCSE Business Studies and BTEC L1/L2 Tech Award in Enterprise

- **What is the difference between the two courses?**

The main difference between the two courses is the style of assessment. The GCSE course is assessed by two exam papers at the end of Year 11. The BTEC course has one external exam, which students sit in Year 10, thus giving the opportunity for a retake of the exam to be done in Year 11 if required. The other two units are assessed internally i.e coursework, which is marked by the class teacher and moderated by the exam board. The BTEC course is more applied in the sense that the coursework units involve students investigating local business activities, local entrepreneurs and coming up with their own business idea. That being said the GCSE course also makes use of business case studies and examples and many questions in the exam are based on case study material.

- **How is the GCSE course assessed?**

There are two exam papers, each 1 hr and 45 minutes. The questions range from multi-choice, definition/explanation questions and calculations to longer questions where students are asked to recommend and justify a particular course of action for a business. A good source of information is the AQA website where you can look at past papers.

<https://filestore.aqa.org.uk/resources/business/AQA-81322-SQP.PDF>

- **What does the GCSE course involve?**

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

- **What does the BTEC course involve?**

Component 1: Exploring Enterprises

Investigating two local enterprises and the entrepreneurs who started them. Examining the activities of the business, the market research they conduct, the skills of the entrepreneurs and the factors influencing the business. Judging the success of the business.

Internal assessment

Component 2: Planning for and pitching an enterprise activity

Come up with your own idea for a business venture. Conduct research and produce a business plan. Pitch this plan to your teacher and class and then complete a review.

Internal assessment

Component 3: Promotion and Finance for enterprise

Assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. Investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggesting ways to improve them. Consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future.

External assessment

- **Is the content the same for both courses?**

Both courses provide a solid foundation in Business and Enterprise. The GCSE course has a section on Operations Management that is not covered in the BTEC course. However, the BTEC course covers elements of entrepreneurship that are not covered in the GCSE course.

Do the course lead to further study in the sixth form?

Yes, both courses are equally good preparation for our sixth form courses. In the sixth form we offer A level Business Studies and L3 BTEC Business. It is possible to go from L2 BTEC to A Level Business and from GCSE Business to L3 BTEC Business.

For any further questions not covered here, please contact Mrs Seward, Head of Department: Business & Economics dseward@stbarts.co.uk