

Edexcel GCSE Business Studies

What are the benefits of studying this subject?

The Business Studies course is a GCSE qualification that introduces pupils to setting up and running a business, with reference to small and then larger businesses. It is an academically stimulating subject as it not only requires the acquisition of new knowledge but also the application of that knowledge in case studies. It focuses on providing opportunities to acquire a secure knowledge and understanding of business in order that you can run your own business or work for one.

What is expected of a successful student in this subject?

This requires an insight into situations, the aptitude to generate a number of alternatives and an ability to construct a balanced argument. The Unit 3 examination requires a secure knowledge and understanding of business and to be competent in transferring those skills to complete well-constructed answers to higher mark questions.

What can students expect?

Students will study three units, two of which will be externally examined and the third will be internally assessed through controlled assessment. The course breakdown is outlined below:-

Unit 1: Introduction to small business – Multi choice examination 25%

This first unit includes considering customer needs, markets, competitors, added value, risk, franchises, research, entrepreneurial skills, finance, costs, revenues, profit, cash flow, recruitment, training, motivation, marketing mix, product trial, repeat purchasing, legal and tax issues, interest rates, exchange rates, commodity pricing, stakeholders and the economic cycle.

Unit 2: Investigating small business – Controlled assessment 25%

Pupils carry out independent research and produce a written response to a question set by the exam board. It is worth 25% of the final grade and requires pupils to research a small business, preferably where they know the business owner.

Unit 3: Building a business – Examination 50%

We will study product life cycle, branding, customer service, stock management, quality control, consumer protection laws, design mix, control of cash flow, profitability, break-even analysis, financial growth, organisation structures, motivation, productivity, ethical and environmental issues, international trade and Government and EU regulation of business.

GCSE Business Studies will enable students to actively engage in the study of business and economics to develop as effective and independent students and as critical and reflective thinkers with enquiring minds. They will be able to develop and apply their knowledge, understanding and skills to contemporary issues in a range of local, national and global contexts.

Where might this lead?

Students who successfully complete this course can progress to study A Level business studies and then on to higher education. Alternatively this course will provide students with a range of essential work based transferable skills highly valued by employers.

- Retail
- Hospitality
- Media
- Accountancy
- Insurance
- Advertising
- Running your own business

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