



GCSE Business Studies

GCSE Business (Pearson)	Yr10 Content	Yr10 Key Assessment	Yr 11 Content	Yr 11 Key Assessment
Autumn 1	<p>Topic 1.1 Enterprise and Entrepreneurship</p> <p>In this unit you will look at how business ideas come about. You will also look at the impact of risk and reward of business activity and look at the role of entrepreneurship</p>	<p>Interim Test 1.1</p> <p>Case Study and exam questions</p>	<p>Topic 2.1. Business Growth</p> <p>In this unit you will look at how businesses achieve growth and how aims and objectives change when growing. You will look at globalisation and ethical and environmental factors affecting business</p>	<p>Interim Test 2.1</p> <p>Case Study and exam questions</p>
Autumn 2	<p>Topic 1.2: Spotting a Business Opportunity</p>	<p>Interim Test 1.2</p> <p>Case Study and exam questions</p>	<p>Topic 2.2. Making Marketing Decisions</p>	<p>Interim Test 2.2</p> <p>Case Study and exam questions</p>



	<p>In this unit you will look at how new and small businesses spot opportunities and look at customer needs and market research. You will also look at the importance of competition on a business</p>		<p>This unit looks at the marketing mix and how each element informs decisions so that the business can have a competitive advantage in the market</p>	
<p>Spring 1</p>	<p>Topic 1.3: Putting a Business Idea into Practice</p> <p>In this unit you will look at how a business identifies its aims and objectives and calculate key financial aspects of putting a business idea into place.</p>	<p>Interim Test 1.3</p> <p>Case Study and exam questions</p>	<p>Topic 2.3. Making Operational Decisions</p> <p>In this unit you will look at how a business meets the needs of its customers. You will look at the design; supply and quality of its products and services as well as the way it manages the sales process</p>	<p>Interim Test 2.3</p> <p>Case Study and exam questions</p> <p>Interim Test 2.4</p>



			Topic 2.4. Making Financial Decisions In this unit you will look at the tools a business can use to support its financial decision making such as gross and net profit and the average rate of return	Case Study and exam questions
Spring 2	Topic 1.4: Making the Business Effective In this unit you will look at the ownership of business; the choice of location; the marketing mix and how all elements of the marketing mix must work together and business planning	Interim Test 1.4 Case Study and exam questions	Topic 2.5. Making Human Resource Decisions In this unit you will look at the organisational structure; recruitment; training and motivation in a business and how they influence business activity	Interim Test 2.5 Case Study and exam questions Past Examination Paper



			Theme 2 - Mock	
Summer 1	Topic 1.5: Understanding External Influences on Business In this unit you will look at external influences and how they affect your business. These include stakeholders; technology; law and the economy	Interim Test 1.5 Case Study and exam questions	Theme 1 – Mock Theme 2 - Mock	Past Examination Paper Past Examination Paper
Summer 2	Topic 1.5 continued: Understanding External Influences on Business In this unit you will look at external influences and how they affect your	Interim Test 1.5 Case Study and exam questions		



	business. These include stakeholders; technology; law and the economy	Past Examination Paper Mock		
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Business: GCSE (9-1) Edexcel

Theme 1: Investigating Small Business

Written examination: 1 hour and 30 minutes

50% of the qualification

90 marks



Content Overview

Theme 1 comprises five topic areas.

- **Topic 1.1 Enterprise and entrepreneurship** – students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.
- **Topic 1.2 Spotting a business opportunity** – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.
- **Topic 1.3 Putting a business idea into practice** – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.
- **Topic 1.4 Making the business effective** – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the



business plan.

- **Topic 1.5 Understanding external influences on business** – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.

Assessment Overview

The paper is divided into three sections:

Section A: 35 marks

Section B: 30 marks

Section C: 25 marks.

The paper will consist of calculations, multiple-choice, short-answer and extended-writing questions.



Questions in Sections B and C will be based on business contexts given in the paper.

Calculators may be used in the examination.

Theme 2: Building a Business

Written examination: 1 hour and 30 minutes

50% of the qualification

90 marks

Content Overview

Theme 2 comprises five topic areas:

- **Topic 2.1 Growing the business** – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.
- **Topic 2.2 Making marketing decisions** – students will explore how each element of the



marketing mix is managed and used to inform and make business decisions in a competitive marketplace.

- **Topic 2.3 Making operational decisions** – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.
- **Topic 2.4 Making financial decisions** – students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.
- **Topic 2.5 Making human resource decisions** – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.

Assessment Overview

The paper is divided into three sections:

Section A: 35 marks

Section B: 30 marks



Section C: 25 marks.

The paper will consist of calculations, multiple-choice, short-answer and extended-writing questions.

Questions in Sections B and C will be based on business contexts given in the paper.

Calculators may be used in the examination.

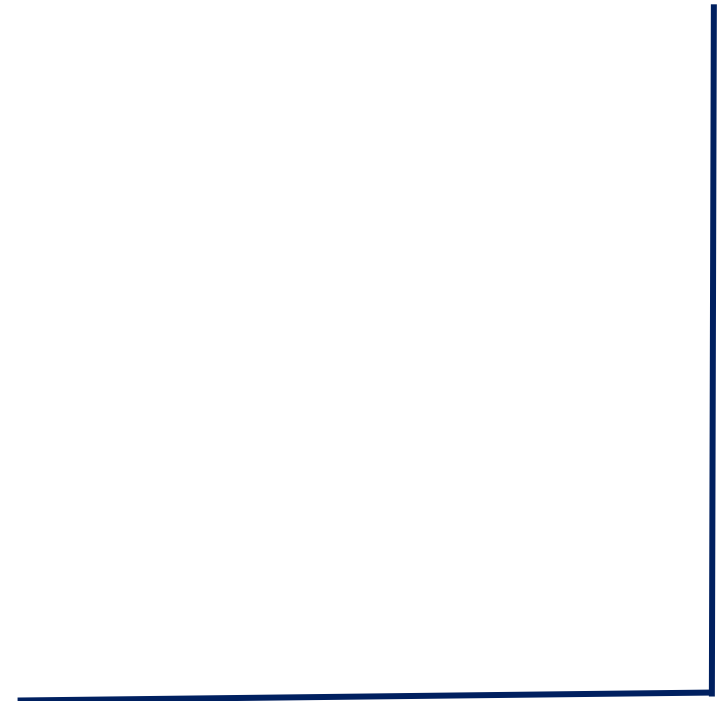


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