

## Why study GCSE Business Studies?

## Pearson GCSE Business Studies (1BS0)

Business and Enterprise is a key government focus and is set to form an important part of the UK's global economic status, both now and in the future. Business and Enterprise skills provide a fantastic progression pathway into a number of roles in all types of business organisations.

The GCSE Business Studies qualification uses practical and enterprising content to engage and develop students by using real and relevant local, national and international business examples. The content provides opportunities to investigate local, business enterprise examples in Theme 1 through to the international brands they recognise in Theme 2. Real-world contexts and examples of modern business practice makes the course relevant to the business world and accessible to students.

### Students will:

- learn and understand business concepts, business terminology, business objectives and the impact of business on individuals and wider society
- apply knowledge and understanding to business issues and to different types and sizes of businesses in local, national and global contexts
- develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business skills and make informed business decisions and solve business problems
- investigate and analyse real business opportunities and issues

### Themes to be studied:

**Theme 1** You will start by exploring the world of small businesses through the lens of an entrepreneur. How and why do business ideas come about? What makes a successful business? You will learn how to develop an idea, spot an opportunity and turn it into a successful business. You will understand how to make a business effective, manage money and see how the world around us affects small businesses and all the people involved.

**Theme 2** You will move on to investigating business growth. How does a business develop beyond the start-up phase? You'll learn about key business concepts and issues and decisions you need to make when growing a business and working in a global business. You'll learn about meeting customer needs, marketing, operational, financial and human resourcing decisions and you'll explore how the wider world impacts the business as it grows.

### Assessment:

The course is externally assessed by two examinations. There is **no** coursework or portfolio work.

**Theme 1:** Investigating small business - Written examination.

1 hour and 30 minutes (50% of the qualification)

**Theme 2:** Building a business - Written examination.

1 hour and 30 minutes (50% of the qualification)

### What can it lead to?

A Levels courses in Business Studies or Business and Enterprise or the study of a vocational qualification at Level 3, such as a BTEC National in Business or Enterprise and Entrepreneurship, which prepares you to enter employment or apprenticeships, or to move on to higher education by studying a degree in the business sector.

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