



Rewarding Learning

GCSE Business Studies

STUDENT
GUIDE

INTRODUCTION

Studying Business Studies will help you understand the world of business that surrounds you and how economic events impact on businesses.

You will be able to apply what you have learned and gain a greater understanding of what is happening in the news locally, nationally and globally.

WHY STUDY BUSINESS STUDIES?

You will develop your knowledge of how businesses start up, resources needed, marketing, challenges that businesses face, the role of stakeholders, sources of finance, and how to prepare, interpret and analyse financial information.

Studying Business Studies will also develop your understanding of human resources, the recruitment and selection process, and the importance of training and motivation for employees.

What you learn through this subject will prepare you to study at advanced level and/or may lead on to a career in business.

UNIQUE FEATURES OF THIS QUALIFICATION?

New topics that we have added to this specification include:

- business location – factors that influence the location of businesses; and
- e-business and m-business – how businesses can use electronic and mobile technology in a variety of ways.

In the controlled assessment unit, you will learn about and evaluate the various components that make up a business plan. You will carry out research and make recommendations based on your findings.



WHAT WILL I STUDY?

CONTENT	AREA OF STUDY
Unit 1: Starting a Business	<p>You will study how a business starts up, marketing methods and business operations.</p> <p>This unit is assessed in a 1 hour 30 minute written examination paper worth 40% of the overall GCSE qualification.</p>
Unit 2: Developing a Business	<p>You will study human resources, business growth and finance.</p> <p>This unit is assessed in a 1 hour 30 minute written examination paper worth 40% of the overall GCSE qualification.</p>
Unit 3: Planning a Business	<p>You will study and evaluate the different components of a business plan, carry out research and make recommendations based on your findings.</p> <p>This unit may examine any area of content from the specification. It is assessed through controlled assessment and worth 20% of the overall GCSE qualification.</p>



Unit 1
Starting a Business

40%



Unit 2
Developing a Business

40%



Unit 3
Planning a Business

20%

WHAT SKILLS WILL I DEVELOP?



This qualification will help you gain valuable skills which can help lead to further study at advanced level, for example GCE Business Studies or GCE Professional Business Services.

You will learn to apply skills that will benefit you in everyday life and in any career path you follow, for example carrying out research, working with others, proposing a business strategy or solution, understanding the role and viewpoints of a range of stakeholders in a business decision, and using financial information to make and justify a decision.

WHAT CAN I DO WITH A QUALIFICATION IN BUSINESS STUDIES?

Studying Business Studies can lead on to a career in accounting, advertising, banking, retail, management consulting, marketing, research, human resources, a small business, or self-employment as an entrepreneur.

