

Subject: (Edexcel) Business Studies

Introduction

This business studies course covers a wide depth and breadth of business topics, following a methodical path at introducing key business concepts and dynamics, allowing students to develop their business mindset in preparation for later life.

Aims of the Subject

- know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
- apply knowledge and understanding to contemporary 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 acumen, and draw on evidence to make informed business decisions and solve business problems
- develop as effective and independent students, and as critical and reflective thinkers with enquiring minds
- use an enquiring, critical approach to make informed judgements
- investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business
- develop and apply quantitative skills relevant to business, including using and interpreting data.

Overview of content

Content overview

- Topic 1.1 Enterprise and entrepreneurship
- Topic 1.2 Spotting a business opportunity
- Topic 1.3 Putting a business idea into practice
- Topic 1.4 Making the business effective
- Topic 1.5 Understanding external influences on business

Content overview

- Topic 2.1 Growing the business
- Topic 2.2 Making marketing decisions
- Topic 2.3 Making operational decisions
- Topic 2.4 Making financial decisions
- Topic 2.5 Making human resource decisions

Assessment

- 2x 90 minute papers
- Theme 1: Investigating small business
- Theme 2: Building a business
- Each worth 50% of the final grade

Useful Resources and Further Information

- https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf
- <https://www.youtube.com/channel/UCIJ4pk3uzyWoeoBkGs0hxQ>
- <https://businesscasestudies.co.uk/>
- <https://www.tutor2u.net/>
- <https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>