

# Key Stage 4 Options

## GCSE Business



# Why choose Business?

- Learn how to develop an idea, spot an opportunity and turn it into a successful business
- You'll learn about decisions you need to make when growing
- You'll learn about meeting customer needs, marketing, operations, financial and human resources
- You'll explore how the wider world impacts the business as it grows



# Why choose Business? - What can I do after completing this course?

- Prepares you for further and higher education such as A levels and BTEC courses
  - A GCSE Business course could help prepare you for an entrepreneurial or intrapreneurial role
- Prepares you for a business-related profession, such as:
- Accountancy
  - Law
  - Marketing
  - Financial services
  - Human resources and recruitment
  - Consultancy
  - Leisure and tourism

# Course Overview

We cover all areas key to starting up and running a successful business. Including:

- Enterprise
- Marketing
- Finance and Accounting
- Ethics and the Environment
- The Economy
- Managing People
- Technology and business
- Operations
- Business Growth

# What skills do I need?

In order to be successful on this course you need to be able to:

- Communicate and explain your ideas
- Think creatively and make decisions
- Work with numbers to solve business problems
- Understand current affairs and business news
- Have an open mind to different ideas & points of view
- Write in a detailed and professional manner
- Plan time effectively

# Assessment

Paper 1 - Theme 1: Investigating small business	Paper 2 - Theme 2: Building a business
<p>Written exam: 90 minutes, 90 marks</p> <p>50% of the total GCSE</p> <p>Multiple choice, calculation, short-answer and extended-writing questions</p> <p>There are three sections in the paper.</p> <p>Each section is ramped, starting with multiple choice questions, moving to short answer questions and ending with extended writing.</p> <p>Sections B and C are based on real life, relevant business contexts and examples.</p>	<p>Written exam: 90 minutes, 90 marks</p> <p>50% of the total GCSE</p> <p>Multiple choice, calculation, short-answer and extended-writing questions</p> <p>There are three sections in the paper.</p> <p>Each section is ramped, starting with multiple choice questions, moving to short answer questions and ending with extended writing.</p> <p>Sections B and C are based on real life, relevant business contexts and examples.</p>

# What is the difference between Business and Economics?

- Economics attempts to explain how the actions and decisions of firms, consumers, workers and governments affect the operation of the economy
- Business is more concerned with the actions and decisions taken by firms
- Business students will have to cover some Economics, as it affects how businesses operate
- Although Business is not free from theory, it is less theoretical than Economics

## Can I take both?

You can take both subjects and we currently have students taking both options in Year 10 and 11.

They have a small crossover and complement each other well – but taking both is not for everyone

## Business

For more information please contact me:

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**Or visit my office downstairs in English near IT2**

