



## GCSE Business

Course code: Edexcel 1BS0

### Aims:

- Demonstrate knowledge and understanding of business concepts and issues
- Apply knowledge and understanding of business concepts and issues to a variety of contexts
- Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions

### Content:

The GCSE Business course starts by exploring the world of small businesses through the lens of an entrepreneur. Questions explored will be- 'How and why do business ideas come about?' and 'What makes a successful business?' Students will learn how to develop an idea, spot an opportunity, and turn it into a successful business. Learning will develop understanding of how to make a business effective, manage money and see how the world around us affects small businesses and all the people involved. In year 11, students will learn about business growth, investigating how a business develops beyond the start-up phase. This will deepen understanding of key business concepts, issues and decisions when growing a business and working in a global business. Students will learn about meeting customer needs, making marketing, operational, financial and human resourcing decisions and exploring how the wider world impacts the business as it grows.

### Curriculum Map

Year	Curriculum Overview	Assessment
Year 10	Theme 1: Investigating small business concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. In this theme students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Local contexts refer specifically to small businesses or those operating in a single UK location and national contexts relate to businesses operating in more than one location or across the UK.	Business language and terminology retrieval practice  Calculation practice  Short answer exit ticket style tasks  Extended written questions
Year 11	Theme 2: Building a business examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with an emphasis on aspects of marketing, operations, finance and human resources. It also considers the impact of the wider world on the decisions a business makes as it grows. In this theme students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses.	Business language and terminology retrieval practice  Calculation practice  Short answer exit ticket style tasks  Extended written questions



### Assessment:

In Business students have three assessment objectives, covering knowledge and understanding, application, and analysis and evaluation.

The qualification will be assessed in two equally weighted exam papers at the end of year 11. There is no coursework.

Theme 1- Written examination: 1 hour and 45 minutes 50% of the qualification (90 marks)

Theme 2- Written examination: 1 hour and 45 minutes 50% of the qualification (90 marks)

Both papers will consist of calculations, multiple-choice, short-answer and extended-writing questions. Calculators may be used in these examinations.

### Extended Learning:

Extended learning will require independent research of business enterprise to gain understanding of business concepts and models used. Students will also be expected to engage with market research and explore change and adaptability. To succeed, businesses need to provide goods and services that consumers want. Conducting market research and questionnaires outside of lessons will help students to become more persuasive within lessons. Students will also need to engage with reading about the world of business through real and relevant local and international brands.

### Connection to the JTFS Approach

Whole School Theme	How does <i>GCSE Business</i> support this?
STRIPE	Organisation structures, effective recruitment, training and development all incorporate the JTFS STRIPE learning behaviours and are transferable for businesses to evolve, grow and survive.
STEAM	Businesses are dynamic and STEAM drives and impacts change in Business. From non-financial aims and social objectives such as providing a product or service which is beneficial to the environment to considering different types of technology used by businesses such as e-commerce, social media, communication and payment systems.
Literacy	Oracy and presentation skills will be practised when developing persuasive arguments. Students will also use short and extended written answers to communicate and explain ideas.
Numeracy	Students will be investigating financial documents to develop understanding of gross and net profit ratios, break even and average rate of return. Calculation and interpretation of gross profit margin, net profit margin and average rate of return enables students to develop quantitative skills.
SMSC, British Values and Citizenship	Ethical decision making towards marketing, operational, financial and human resources are encouraged whilst looking through the lens of a business owner. An example of this is exploring the impact of globalisation considering environmental questions. Debate encourages a balanced understanding towards what is right for the business in contrast to the wider community/world.