

Why study Business?

Have you ever wondered what it is like to run your own business? Do you enjoy watching *Dragons' Den* or *The Apprentice*? Why are some businesses thriving while others are struggling to make profits? Why is the stock market important? Would you like to become rich and successful after you finish your education? Business will teach you the theories and practical application of how to set up and run a business. Your knowledge and skills will be useful in whatever career you choose.



What will I study?

Theme 1: Investigating small business

Students will develop an understanding of how businesses start and the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources.

- 1 Enterprise and entrepreneurship
- 2 Spotting a business
- 3 Putting a business idea into practice
- 4 Making the business effective
- 5 Understanding external influences on business

Theme 2: Building a business

Students learn how a business develops beyond the start-up phase. It focuses on the key business concepts, issues, and decisions used to grow a business within national and global business contexts.

- 1 Growing the business
- 2 Making marketing decisions
- 3 Making operational decisions
- 4 Making financial decisions
- 5 Making human resource decisions

How will Business benefit me?

A good grade at GCSE will set you up well for the business studies A level or for taking economics at IB Diploma; count towards your entry into the Sixth Form for other subjects, and will develop your English and mathematical skills. Many university degree courses can be combined with Business including economics, retail management, events management, sports management, and languages. Future careers are varied and, apart from setting up your own business, you could go into accountancy, marketing, personnel, retailing, banking, manufacturing, public relations, publishing and teaching.

ASSESSMENT

2 x 90 mins examinations

Theme 1:
Investigating small business
(50% of GCSE)

Theme 2:
Building a business
(50% of GCSE)

Both papers are divided into three sections:

Section A: 35 marks

Section B: 30 marks

Section C: 25 marks.

Both papers consist of calculations, multiple-choice, short-answer and extended-writing questions.