

Year
10

GCSE Business Studies



ANALYSING



Critical or logical thinking

Students should be able to study entrepreneurs and identify the factors that have helped their success..

Enterprise and entrepreneurship

Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.



Parents should stress the importance of following economics in the news and should encourage their children to keep an active interest in current affairs and discuss key issues such as Brexit.



Spotting a business opportunity

This topic will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.

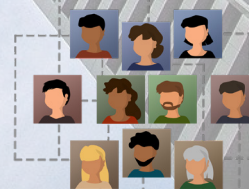
Topic 1 will allow students to build on their existing knowledge and lead on to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions.



META-THINKING



Self-regulation and strategy planning when looking at ideas for a business.



Students will develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates.

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Putting a business idea into practice

This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspect

REALISING



The ability to develop business ideas with a degree of realism.



This topic will allow students to make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills.



Making the business effective

Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.

META THINKING

The ability to use a wide range of approaches to apply knowledge in this area to other areas in order to consolidate learning.



This topic aims to develop students 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.



Understanding external influences on business

Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influence.

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Seeing alternative perspectives to external problems that might develop.

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GCSE Business Studies



Growing the business

As part of this topic, students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.

ANALYSING



Critical and logical thinking

Being selective with research and ensuring it is applicable to context and set problems.

After every unit, students will complete a multiple choice test to help cement their life and highlight any areas of improvement needed.



Upon successful designing of a product or conceptualising a new service offering, learners will have the chance to enhance their knowledge and skills of marketing, branding, designing and key factors affecting these aspects of business management.

Making marketing decisions

Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.



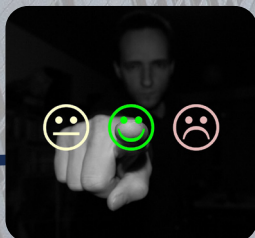
CREATING

Evolutionary thinking

When creating and developing ideas, trying to recognise areas that could be improved or expanded on.



Students are encouraged to watch shows such as The Apprentice and Dragon's Den to gain a real-world understanding of creating a business.



Operational decisions

This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.

AGILE



Students will demonstrate confidence and be risk taking, as well as being resourceful when presented with challenging tasks.

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Financial decisions

Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.

Parents should encourage their children to study past papers and mark schemes. To understand the wider world of business students should also watch and read the news on a regular occasion.



This topic will help learners develop their understanding of business performance through the interpretation and use of quantitative data in business contexts to support, inform and justify business decisions.



Self regulation

Students will be able to suggest issues and recommend improvements.



Human resources

Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. Students will get to apply organisational theory and understand why businesses prioritise staff engagement, development and satisfaction.



EMPATHETIC

Students will learn to deal with new challenges as they arise and recognise need to change own belief given available information and argument of others.



GCSE assessments:

Students are assessed by 2 written exams, each 1 hour and 30 minutes long, 90 marks and worth 50% of your final grade. Examiners are looking for three types of skill and knowledge:

1. Demonstrate
2. Apply
3. Analyse and evaluate

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A Level Business Studies



What is business?

Students will understand the nature and purpose of business, and how businesses operate within an external environment.



Managers, leadership and decision making

During this topic, students will learn about management, leadership and the role and importance of stakeholders.



Evolutionary and revolutionary thinking

The ability to create new ideas through building on existing ideas or diverting from them.

Decision making to improve marketing performance

Students will learn about markets and customers and the importance the marketing decisions, such as segmentation, targeting and positioning.

Students should continually follow business events in the news and should keep an active interest in current affairs and discuss key issues such as a potential recession and large companies going into administration.



Meta cognition

The ability to knowingly use a wide range of thinking approaches and to transfer knowledge from one circumstance to another.



Decision making to improve operational performance

Students will learn how to analyse operational performance, and the concept of increasing efficiency and productivity.

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A Level Business Studies



Decision making to improve financial performance

This unit encompasses everything connected with financial aspects of the business, for example: Cash flow and financial objectives.



Decision making to improve human resource performance

This topic covers the most essential aspects of managing and leading human resources.

Generalisation

Students will develop the ability to see how what is happening in this instance could be extrapolated to other similar situations.



Analysing the strategic position of a business

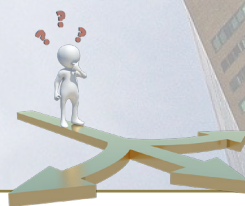
Students will undertake the study of all strategic decisions which lie at the heart of a business and its responses to dynamic nature of business.



Critical and logical thinking

The ability to deduct, hypothesise, reason, and seek supporting evidence.

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Choosing a strategic direction

This topic introduces the concept of strategic direction and the factors that influence how businesses choose which markets to compete in and which products to offer.

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A Level Business Studies



Strategic methods: How to pursue strategies

Students will identify the reasons why businesses grow or retrench, this will entail areas such as: economies of scale, economies of scope, the experience curve, synergy and over trading.

Strategy planning

The ability to approach new learning experiences by actively attempting to connect it to existing knowledge or concepts and hence determine an appropriate way to think about the work.

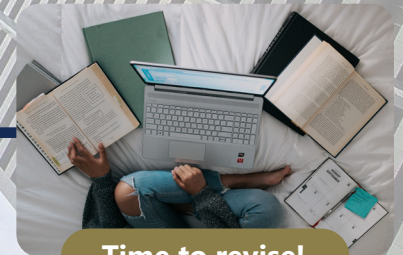
Managing strategic change

Our final topic discusses ways in which businesses respond to different types of change including: Internal, external, incremental and disruptive change.



Flexible thinking

The ability to abandon one idea for a superior one or generate multiple solutions.



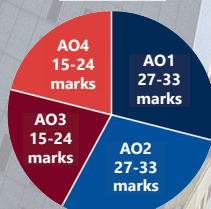
Time to revise!

A Level exams:

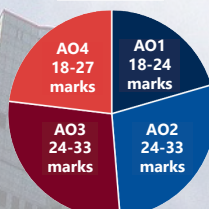
Students are assessed by 3 exam papers, each exam is 2 hours long and worth 33.33% respectively. Each paper tests the same 4 assessment objectives, but has different weightings:

AO1 - Showing knowledge **AO2** - Applying knowledge
AO3 - Analysis **AO4** - Evaluation

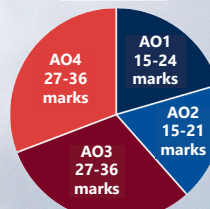
Paper 1



Paper 2



Paper 3



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