

GCSE Business

(Edexcel - <http://qualifications.pearson.com/en/qualifications/edexcel-qcses/business-2017.html>)

● Why study GCSE Business?

The GCSE Business course is an introductory course to studying Business and is ideal for any student who;

- wants a good understanding of how businesses work
- is intending to study any business subject in the future
- wishes to understand how to make a success of their future career in business
- who might be thinking of setting up their own business

GCSE Business looks to give students an understanding of a wide range of ideas, theories and skills that are essential for any business to succeed, with particular focus on small businesses and business start-ups.

The first year of the course focuses on “Investigating Small Businesses” and looks at identifying business opportunities, understanding and researching the competition and developing the skills of the business “entrepreneur” (the person who sets up and runs a business). Whilst in the second year students look to develop their understanding of “Building a Business” focusing on key business functions including; Marketing, Finance, People, and Operations and the impact of the economic environment on businesses.

● What skills will I gain from studying Business Studies?

Students will develop a broad understanding of the range of activities businesses undertake to compete and be successful in the global economy. Key to the course is understanding and developing the skills that an entrepreneur needs to be successful in business with activities being undertaken to improve students’ teamwork, leadership, communication, presentation, thinking and risk-taking skills.

● How will I be assessed?

The GCSE is assessed by two exam papers sat at the end of the course. The exams are the same in both length and structure and include case studies of real businesses, with the main difference between the two exam papers being the size and nature of the businesses being considered.

Key features of both exams papers:	Content of both exam papers:
<ul style="list-style-type: none">▪ Written examination▪ 1 hour and 30 minutes in length▪ Each paper accounts for 50% of the GCSE	<ul style="list-style-type: none">▪ Calculations▪ Multiple-choice questions▪ Short answer questions▪ Extended writing questions

Business is one of the most successful GCSE subjects at KEVI School:

- In 2016 - **80%** of students at KEVI School achieved **A*- C** grades in their Business Studies GCSE (*national average - 62%*)
- In 2016 - **24%** of students achieved **A*- A** grades (*national average - 16%*)
- Students consistently perform better in Business Studies than they do in their other GCSE subjects