



## Business Studies GCSE

GCSE

9-1

AQA

Who is this course aimed at?

Business Studies will appeal to students who are keen to find out more about the business world. If you enjoy programmes like The Apprentice or Dragon's Den and would like to know more about how to open your own business, which entrepreneurial and business operation skills are necessary to succeed in business then Business Studies will suit you. You will learn to apply your knowledge and understanding to real world business contexts ranging from small enterprises to large multinationals; locally, nationally and globally. Business Studies gives you a broad experience of many areas of business and could lead to further study of Economics, Business Studies, Accounting or other business related subjects . As well as business careers in Finance, Marketing, Human Resources, Managerial or Law, to name but a few.

How will I be assessed?

Units 1, 2, 3 and 4 (HR and Operations) – Exam Paper 50%  
Units 1, 2, 5 and 6 (Marketing and Finance) – Exam Paper 50%

Will I enjoy the course?

You are most likely to enjoy this course if you have an interest in starting up your own business, developing your understanding of the business world or you are considering a career in a business related role. You will likely want to know more about how businesses operate, how they grow, how they make and record profit, market to their customer base and how they hire, motivate and lead staff. Your enjoyment of this course will be enhanced by making a positive contribution in lessons through sharing your observations and ideas. You would benefit from thinking about your life as a consumer and relating what you learn in class to your own experiences. You will definitely get more out of this course if you are currently, or are prepared to, take an interest in current affairs, i.e. what is going on in the news and the business world.

What will be expected of me?

Students are expected to contribute to class discussions, take an interest in the business world, talk to parents and older friends who work in business and follow the news! You will also be required to produce extension work when set and encouraged to contribute articles of interest to share with others

## What will I study?

Across both units 1 and 2

Students will develop their understanding of business in the real world, the purpose of business activity and the role of business enterprise. They will look in some detail at entrepreneurship, and the dynamic nature of business. The specification utilises lots of real world examples for students to really see business in action. Students will be able to, in time, identify influences on business and the importance of external influences on them. They will look at how businesses change in response to these influences in order to survive and continue to grow. Students will develop an understanding of the interdependent nature of business operations, human resources, marketing and finance.

Units 3 and 4 (HR and Operations)

They will discover the importance of business objectives and be able to give examples of how business objectives are utilised to help the successful running of the business. Students will ascertain what business operations actually involve, their role within the production of goods and the provision of services, and ultimately how they influence business activity. This includes procurement, customer service and quality. Students will gain knowledge about the purpose of human resources and its extremely important role within business and how recruitment, retention and satisfaction of a company's staff can impact on businesses activities.

Units 5 and 6 (Marketing and Finance)

Students will learn about marketing and how it influences business activity. They will look at real world examples of how businesses identify and segment their customer audience, how businesses market to their customers and how they find out what their customers want. They will investigate the 4Ps of marketing to further secure their understanding. Finance is a vital part of business activity and students will learn about sources of finance, cash flow alongside other measures that can be utilised to measure a business' success.

