

# Business

## Subject Content

### **Theme 1: Investigating small business - Overview**

Theme 1 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.

Students must 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.

Students must understand how these interdependencies and relationships underpin business decisions.

### **Theme 2: Building a Business - Overview**

Theme 2 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 emphasis on aspects of marketing, operations, finance and human resources. Theme 2 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.

Students must 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.

Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions.

Teaching approaches to the content must reflect this.

## Syllabus

*Pearson Edexcel* Level 1/Level 2 **GCSE** (9 - 1) in **Business** (1BS0)

Please follow the link for a detailed look at the specification

[https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specific-qualification-and-sample-assessments/GCSE\\_Business\\_Spec\\_2017.pdf](https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specific-qualification-and-sample-assessments/GCSE_Business_Spec_2017.pdf)

## What Will I Learn?

### Theme 1

- **Topic 1.1 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.
- **Topic 1.2 Spotting a business opportunity** – students 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 1.3 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 aspects.
- **Topic 1.4 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.
- **Topic 1.5 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. You will explore how businesses respond to these influences.

### Theme 2

- **Topic 2.1 Growing the business** – 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.
- **Topic 2.2 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.
- **Topic 2.3 Making operational decisions** – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.
- **Topic 2.4 Making 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.

- **Topic 2.5 Making human resource decisions** – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.

### **How Will I be Assessed?**

The Pearson Edexcel Level 1/Level 2 GCSE (9–1) in Business consists of two externally-examined papers. Students must complete all assessment in May/June in Year 11.

- **Theme 1: Investigating small business (\*Paper code: 1BS0/01)**  
Written examination: 1 hour and 30 minutes 50% of the qualification 90 marks
- **Theme 2: Building a business (Paper code: 1BS0/02)**  
Written examination: 1 hour and 30 minutes 50% of the qualification 90 marks

### **Assessment overview for both papers**

The paper is divided into three sections:

Section A: 35 marks

Section B: 30 marks

Section C: 25 marks.

Both papers will consist of calculations, multiple-choice, short-answer and extended-writing questions. Questions in Sections B and C will be based on business contexts given in the paper. Calculators may be used in the examination.

The awarding body for this qualification is **Pearson Edexcel**

### **What characteristics and skills do I need to be successful?**

- Excellent numeracy and communication skills
- Committed
- Motivated
- Enthusiastic
- Positive
- Polite
- Respectful
- Willingness to embrace new experiences

### **How Will This Prepare Me For My Next Steps?**

Through studying GCSE Business students will be able to :

- apply knowledge and understanding to different business contexts from small enterprises to large multinationals and businesses operating in local, national and global contexts.

- develop an understanding of how these contexts impact on business behaviour
- use business terminology to identify and explain business activity
- apply business concepts to familiar and unfamiliar contexts.
- apply knowledge and understanding to business decision making, including:
- develop problem-solving and decision-making skills relevant to business
- investigate, analyse and evaluate business opportunities and issues
- make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills

### **Career Planning**

If you choose to study business there are a number of routes you can take to further your career such as: Further study at college or university, apprenticeships and entry level roles in areas such as –

- Business development
- Marketing including social media
- Finance
- HR and recruitment

### **Industry Links:**

The Studio has excellent links with a number of local Industry partners and a number of our students carry out internships and work placements with these companies during their studies. These internships are supported by the school through networking meetings where students can pitch their skill set and requirements directly to the companies. We also have links with local entrepreneurs who come in and present on a number of business and entrepreneurial topics.

### **Apprenticeship Schemes:**

[www.bbc.co.uk/careers/trainee-schemes](http://www.bbc.co.uk/careers/trainee-schemes)

<http://www.thebigchoice.com/>

<http://www.itvjobs.com/working-here/apprenticeships/>

<http://mediacom.co.uk/en/careers/mediacom-apprentices.aspx>

### **Contribution to UTC & Studio Aims**

#### **The Studio:**

“Our purpose is to prepare you for success in a fast-moving digital world and, in particular, help create opportunities to work or launch businesses in the creative and

digital industries. We've created an environment to inspire creativity and critical thinking, fed by the industry knowledge of our partners, that lead the sector across the region."

**Life Sciences UTC:**

"Our ethos is simple: we're committed to providing the highest standards of teaching and learning, combined with real life industry experience which opens doors for our students. Our offer is unique, and we're proud to work with some of the world-leaders in science and healthcare, giving our students the ability to build a strong and enviable portfolio of experience, so they can hit the ground running once they graduate from our UTC." The teaching of Enterprise and Entrepreneurship supports the ethos that the students will develop skills in order to become independent and confident people in the working community.