

EDEXCEL GCSE BUSINESS STUDIES

What is it? What do you do?

Investigating small business: Concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework to explore core concepts through the lens of an entrepreneur setting up a business. You will develop an understanding of the interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates.

Building a business: 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. We also consider 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.

Course Overview:

What will students study?

Pupils will study 2 themes over the 2 years. Investigating small business and building a business. The table below gives an overview of the course and assessment.

THIS COURSE IS ASSESSED BY TWO EXAMS. THERE IS NO COURSEWORK

<i>Theme 1: Investigating small business</i>	<i>Theme 2: Building a business</i>
<i>Written examination:</i> 1 hour and 30 minutes 50% of the qualification 90 marks	<i>Written examination:</i> 1 hour and 30 minutes 50% of the qualification 90 marks
<i>Content overview:</i> Topic 1.1 Enterprise and entrepreneurship Topic 1.2 Spotting a business opportunity Topic 1.3 Putting a business idea into practice Topic 1.4 Making the business effective Topic 1.5 Understanding external influences on business	<i>Content overview:</i> Topic 2.1 Growing the business Topic 2.2 Making marketing decisions Topic 2.3 Making operational decisions Topic 2.4 Making financial decisions Topic 2.5 Making human resource decisions
<i>Assessment overview:</i> The paper is divided into three sections: Section A: 35 marks Section B: 30 marks Section C: 25 marks.	<i>Assessment overview:</i> The paper is divided into three sections: Section A: 35 marks Section B: 30 marks Section C: 25 marks.
The paper 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 paper 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.

What can I do with this subject when I leave school?

- Enable you to understand more about the business world.
- Motivate and challenge, and prepare you to make informed decisions about further study.
- Entry into employment or other training in specific aspects of business, such as apprenticeships and vocational qualifications, which focus on more specialised business areas.
- Careers such as banking, sales, product management and general management.



Do you have any questions?

Speak to or email Mr Hughes for further information or visit the following link:

<https://qualifications.pearson.com/en/qualification/s/edexcel-gcses/business-2017.html>