

GCSE Business

Course Specifications

Course Title: GCSE (9-1) Business

Exam Board: Edexcel

Link to specification: [Specification](#)

Grading: (9-1)

Course Details

What will you learn?

Year 10

Autumn

Unit Title: 1.1 Enterprise and entrepreneurship

1.1 The dynamic Nature of business

1.2 Risk and reward

1.3 The role of business enterprise

Unit Title: Spotting a business opportunity

1.2.1 Customer needs

1.2.2 Market research

1.2.3 Market segmentation

1.2.4 The competitive environment

Spring

Unit Title: Putting A Business Idea Into Practice

1.3.1 Business aims and objectives

1.3.2 Business revenues, costs and profits

1.3.3 Cash and cash flow

1.3.4 Sources of business finance

Unit Title: Making The Business Effective

1.4.1 The options for start-up and small business

1.4.2 Business location

1.4.3 The marketing mix

1.4.4 Business plans

Summer

Unit Title: Understanding external influences on business

- 1.5.1 Business stakeholders
- 1.5.2 Technology and business
- 1.5.3 Legislation and business
- 1.5.4 The economy and business
- 1.5.5 External influences

Unit Title: Growing the Business

- Globalisation • Ethics
- Environment and business.
- Inter-leave Marketing Mix
- Product Life Cycle & extension strategies
- Design Mix

Year 11

Autumn

Unit Title: Making marketing decisions

- Product
- Price
- Promotion
- Place
- Understanding the marketing mix to make business decisions

Unit Title: Making operational decisions

- Business operations
- Working with suppliers
- Managing quality
- The sales process

Spring

Unit Title: Making financial decisions

- The concept and calculation of gross and net profit.
- Calculation and interpretation of gross/net profit margins and average rate of return

Unit Title: Making human resource decisions

- Different organisational structures and when each is appropriate.
- The importance of effective communication.
- Different ways of learning.

How will you be assessed?
During the course:
Year 10: <ul style="list-style-type: none">• End of topic tests• Paper 1: Theme 1: Investigating small business (Paper code: IBS0/01) Written exam: 90 minutes, 90 marks
Year 11: <ul style="list-style-type: none">• End of topic tests• Paper 2: Theme 2: Building a business (Paper code: IBS0/02) Written exam: 90 minutes, 90 marks.
At the end of the course:
Your final grade will be awarded based on the following examinations and / or coursework.
Paper 1: Theme 1: Investigating small business (Paper code: IBS0/01) Written exam: 90 minutes, 90 marks 50% of the total GCSE
Paper 2: Theme 2: Building a business (Paper code: IBS0/02) Written exam: 90 minutes, 90 marks 50% of the total GCSE

What independent work can you do?
Learn:
Glossary of Key Terms
RAG and Revisit:
PLCs
Explore:
Tutor2u , BBC Bitesize , GCSE Pod and Seneca
Revise:
Flashcards , Mind Maps, Seneca , GCSE Pod , BBC Bitesize , Revision booklets.
Prepare:
VIP Zone

Which resources should you use?
Textbooks, websites, online resources

- Revision booklets
- [GCSE Pod](#)
- [Seneca](#)
- [BBC Bitesize](#)
- Google Classroom