

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**

- I.5.1 Business stakeholders
- I.5.2 Technology and business
- I.5.3 Legislation and business
- I.5.4 The economy and business
- I.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

SpringUnit 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:**

- **End of topic tests**
- **Paper 1: Theme 1: Investigating small business (Paper code: IBS0/01)**
Written exam: 90 minutes, 90 marks

Year 11:

- **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