

## 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

**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:

- End of topic tests
- **Paper 1: Theme 1: Investigating small business (Paper code: IBS0/01)**  
Written exam: 1 hr 45 minutes, 90 marks

##### Year 11:

- End of topic tests
- **Paper 2: Theme 2: Building a business (Paper code: IBS0/02)**  
Written exam: 1 hr 45 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: 1 hr 45 minutes, 90 marks 50% of the total GCSE

##### **Paper 2: Theme 2: Building a business (Paper code: IBS0/02)**

Written exam: 1 hr 45 minutes, 90 marks 50% of the total GCSE

### What independent work can you do?

#### Learn:

[Glossary of Key Terms](#)

#### RAG and Revisit:

PLCs: [Y10 Link](#) [Y11 Link](#)

Exam Wrappers/ Knowledge Organisers: [Theme 1 KO](#) [Theme 2 KO](#)

#### 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