



# GCSE Business (9-1)

## What is it all about?

# Name the Brand

Can you name the famous brand?

Name the Brand!



# Coca-Cola

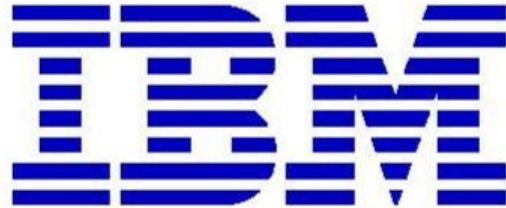


© Coca-Cola Ltd.

Ranked the best  
brand 10 years in a  
row

## International Business Machines

Corporation is an American multinational technology corporation headquartered in Armonk, New York, with operations in over 171 countries









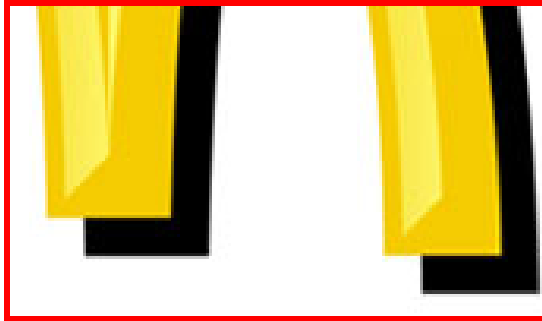
**H&M**













**i'm lovin' it™**



Google™



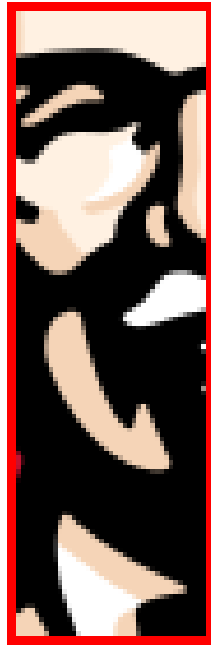
Disney







*Kellogg's*<sup>®</sup>







**DELL**™







**YAHOO!**<sup>®</sup>





# What we study in GCSE Business?

- Risk and reward – what is enterprise?
- How do we find out what customers want – market research?
- How do we understand financial terms like revenue, profit and costs – financial literacy
- What makes an effective leader?
- How do we understand what is going on in the world of economics and current affairs

**If you think that some of these are interesting then the GCSE Business course is the right subject for you.**

# Skills you will also develop?

- **Communicating and explaining your ideas**
- **Thinking creatively and making decisions**
- **Working with numbers to solve business problems**
- **Possible opportunity to take part in running a small business – Young Enterprise**

**Then the GCSE Business course is the right subject for you.**



**Stephen and Juliette Wall opened Pho in June 2005 after they travelled to Vietnam and fell in love with the food.**



**Book a Table**





**They made the decision to start a restaurant serving phở while sat on high stools, slurping pho bo, in Ho Chi Minh City.**





**17 years later, Pho is small group of restaurants dotted around the country, serving great value, healthy Vietnamese food that's cooked fresh in each kitchen daily.**



# What will you learn?

## Theme 1

## Theme 2

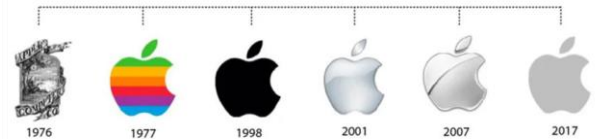
# Theme 1- Yr10

- You'll start by exploring the world of small businesses
- How and why do business ideas come about?



# Theme 1- Yr10

- What makes a successful business?
- You'll learn how to develop an idea into a successful business



# Theme 1- Yr10

- Manage money/finances
- How the world around us affects small businesses and all the people involved.



# Student Investor Challenge

This is done in Yr10 as a competition;

- Teams have a virtual £100,000 to invest in each portfolio
- Teams will invest their virtual money in a set of stocks and other investment instruments



# Theme 2- Yr11

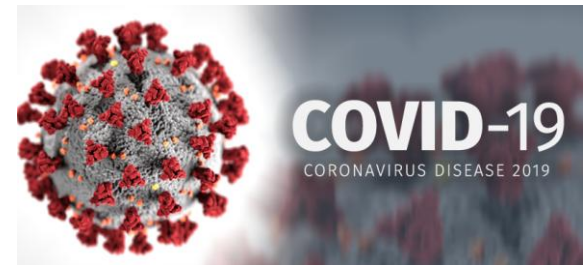


- Investigating business growth.
- Working in a global business.



# Theme 2- Yr11

- Making marketing, operational, financial and human resourcing decisions
- Explore how the wider world impacts the business as it grows.



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

Written exam: 90 minutes, 90 marks

50% of the total GCSE

Multiple choice, calculation, short-answer and extended-writing questions

There are three sections in the paper.

Each section is ramped, starting with multiple choice questions, moving to short answer questions and ending with extended writing.

Sections B and C are based on real life, relevant business contexts and examples.

## **Paper 2 - Theme 2: Building a business**

Written exam: 90 minutes, 90 marks

50% of the total GCSE

Multiple choice, calculation, short-answer and extended-writing questions

There are three sections in the paper.

Each section is ramped, starting with multiple choice questions, moving to short answer questions and ending with extended writing.

Sections B and C are based on real life, relevant business contexts and examples.

# Possible career options if you are interested in Business

LAW

MANAGEMENT

ACCOUNTANCY

INVESTMENT

MARKETING

BANKING

LEISURE & TOURISM

REAL ESTATE

# For additional information;

- Yr9 Options google classroom
- Your tutor
- Business department

