



GCSE Business Studies

Intent: Throughout Yr11 students will study Theme 2 which 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. Theme 2 also considers 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. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses. Students will develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students will learn how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions. Exam technique skills will continue to be developed throughout each topic with repeated practice, focusing on calculations, multiple-choice, short-answer and extended-writing questions. Assessments in Year 11 are completed at the end of each topic (6-8 week intervals) to allow students to develop their exam technique accurately. Each assessment is used to inform future learning in the next topic, allowing teachers to gauge which concepts will need further development through exam technique work.

Year 11

Year 2- Theme 2: Building a business

	Topic 2.1 Growing the business (Sept to Oct)	Topic 2.2 Making marketing decisions (Nov to Dec)	Topic 2.3 Making operational decisions (Jan to Feb)	Topic 2.4 Making financial decisions (Feb to Mar)	Topic 2.5 Making human resource decisions (Mar to April)	Exam preparation and revision (April to May)
Knowledge (facts, information, concepts and key terminology)	To include: Business growth, changes in business aims and objectives, business and globalisation, ethics and the environment and business	To include: The marketing mix (product, price, place and promotion) and using the marketing mix to make business decisions	To include: Business operations, working with suppliers, managing quality, the sales process	To include: Business calculations and understanding business performance	To include: Organisational structures, effective recruitment, effective training and development and motivation	Students learning of Theme 1 & 2 is consolidated and application skills focused upon to prepare for examinations
Understanding (ability to connect and synthesise knowledge within a context)	Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.	Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.	This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.	Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.	Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.	
Skills (successful application of knowledge and understanding to a specific task)	Students will be able to; <ul style="list-style-type: none"> Identify, State, Explain, Analyse, Evaluate Calculate Demonstrate knowledge and understanding of business concepts and issues Apply knowledge and understanding of business concepts and issues to a variety of contexts Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions 					
Formal Assessments (those done by all/vast majority of the cohort)	<ul style="list-style-type: none"> Written assessments at end of each of the 5 topics consisting of questions from previous Edexcel GCSE Business Studies examinations. Each paper will be between 4—50 marks. 1 to 9 grading given. Mock Assessment completed in 04 based upon a full Theme 2 previous Edexcel GCSE Business Studies examination. Final examinations for Theme 1 and Theme take place at the end of Yr11: Students will sit two 1hr 45min assessments in 05/06 – Theme 1: Investigating small business (Paper code: 1BS0/01) and Theme 2: Building a business (Paper code: 1BS0/02) 					

By the end of the year students on course for at least a grade 4/5 will be able to:

- | | |
|---|--|
| <ul style="list-style-type: none"> Recall, select and apply sound knowledge and understanding of key business concepts Present information clearly and with some accuracy, using a range of terminology Apply mostly relevant knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks, reviewing their solutions, and working safely | <ul style="list-style-type: none"> Review evidence available, analysing and evaluating some information clearly and making some basic adaptations to their methods Make judgements and draw appropriate conclusions Create material which reflects effective planning, development and evaluation and an ability to demonstrate sound practical skills. |
|---|--|