



WHAT WE AIM TO ACHIEVE

You will be introduced to the world of small businesses and you will look at what makes someone a successful business person. You will find out how to develop an idea and spot an opportunity and turn that into a successful business. You will understand how to make a business effective and manage money well. You will also see how the world around us affects large businesses and all the people involved.

Business GCSE gives you the opportunity to progress to a wide range of careers. Your skills and knowledge can be applied in banking, insurance, accountancy, industry, transport, tourism, education and many other areas.

COURSE OUTLINE

- Unit 1 - Investigating Small Business: You will learn how to set up and run a small business looking for business opportunities and making sure the start-up is effective by assessing the economic context in which it operates.
- Unit 2 - Building a Business: You will investigate much larger businesses looking at the practical methods to build up a business such as marketing, customer service, financial and people management and also the effects of the outside world.

HOW WILL I BE ASSESSED?

- Unit 1 - You will take an examination paper with a mix of multiple-choice, data response, short answer, extended writing and scenario based questions worth 50% of the marks.
- Unit 2 - You will take another examination paper with a mix of multiple-choice, data response, short answer, extended writing and scenario based questions worth 50% of the marks.

WHAT SKILLS DO I NEED?

Being a new subject, you may be worried about whether Business GCSE is right for you. You will enjoy this course if you:

- Are a good communicator.
- Are not afraid to learn new things.
- Like working with numbers to solve business problems.
- Like to learn through research and investigation.
- Prefer exams to coursework.



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Everything in life involves business. Think about that new top you bought last week and then think of how many businesses made it possible for you to be wearing it right now. The obvious ones are the shop and the manufacturing plant but what about the cotton growers; the label makers; the delivery company; Health & Safety; or even the companies that manage the finances of all of those businesses? Thinking about all those processes and people allows you to begin to understand what Business BTEC is all about. Business is a major part of everyone's life and anybody who has a good idea about how businesses work is at an immediate advantage in the future.

COURSE OUTLINE

It is a practical course where you will cover four topic areas that will help in a variety of careers:

- Unit 1 - Enterprise in Business: You will set up a business idea and produce a business plan.
- Unit 2 - Finance for Business: You will learn to manage the money in a business with the aim to make a profit.
- Unit 3 - Promoting a Brand: You will develop and promote a new chocolate bar for Cadbury.
- Unit 4 – Recruitment and Selection: You will investigate the recruitment process and carry out role-play interview scenarios.

HOW WILL I BE ASSESSED?

- Enterprise in Business - Course work/presentations.
- Finance for Business - Online exam.
- Promoting a Brand - Course work.
- Principles of Customer Service – Course work/role-plays.

WHAT SKILLS DO I NEED?

You will need to be creative and come up with ideas for your business and promoting a brand. This involves working in groups but you will also need to work independently. The majority of the assessment is course work so you must be motivated to meet deadlines. Some assessments require you to deliver presentations or carry out role-plays so you need to feel comfortable doing this.