

GCSE Business

Outline of the course

The GCSE business course introduces students to the world of small businesses and will look at what makes someone a successful business person. It also allows students to find out how to develop an idea and spot an opportunity, and turn that into a successful business.

Students will cover 10 key units

- Enterprise and entrepreneurship
- Spotting a business opportunity
- Putting a business idea into practice
- Making the business effective
- Understanding external influences on business
- Growing the business
- Making marketing decisions
- Making operational decisions
- Making financial decisions
- Making human resource decisions



Assessment

Two written exam papers
1 – Investing small business
2 – Building a business

Each exam is 1 hour 30 minutes long.



Why study GCSE Business?

GCSE Business has been designed to develop knowledge and understanding of the business sector. It is important to understand how to make a business effective,



manage money and see how the world around us affects small businesses and all the people involved. Pupils will also learn more about how small businesses are developed and discover how businesses promote themselves, keep their customers happy and manage both their finances and the people who work for them.

For more information about this subject and the course, please contact:
Mrs H Kempin