



GCSE Business Studies



Introduction / Why Study Business Studies?

This is an excellent course for anyone with an interest in the world of work. It provides an insight into the decisions businesses need to make in order to supply us with the products and services we use every day. Students develop their knowledge of a wide range of business concepts, but also get to develop their logical decision-making skills through analysing practical business problems. The new GCSE puts more emphasis on giving students and insight into what it takes to make a successful entrepreneur.

Exam Board

The examination board is AQA. More details, including the full specification (syllabus) available at:

<http://www.aqa.org.uk/subjects/business-subjects/gcse/business-8132>

What Will I Study / What Skills Will I Develop?

- Business in the real world
- Influences on business
- Business operations
- Human resources
- Marketing
- Finance

How Will I Be Assessed?

Two written exam papers. (50% each) Each exam is 1 hour and 45 minutes. Each exam paper is split into 3 sections:

- Section A has multiple choice questions and short answer questions worth 20 marks.
- Section B has one case study/data response stimuli with questions worth approximately 34 marks.
- Section C has one case study/data response stimuli with questions worth approximately 36 marks.

Points to Consider When Selecting This Option

The school offers two Business options, OCR Enterprise and Marketing and GCSE Business Studies. GCSE Business Studies, is a more traditional academic route. Student undertaking GCSE Business Studies will be introduced to a wider range business concepts than with the OCR Enterprise and Marketing, but will not have the opportunity to undertake and be assessed through project work. Assessment is by examination at the end of the course.

Note: If your child would like to take either of the business options, please tick/select the “Business Studies” option on the form. We will then advice you of our suggested pathway. If you/your child does have a preference then please indicate this on the form, for our consideration.

What Might GCSE Business Lead To?

This course provides a solid foundation for further study at A level. Popular subject combinations for study alongside A level Business include: Maths, English, Geography, History, PE and Psychology, although it can complement any subject. Even if you do not want to go on to study business further, you will have benefited from taking GCSE Business Studies, through the insight it provides into the world of work and its emphasis on developing the ‘real life’ problem solving skills that employers want.

Further Information

- During the course there will an opportunity to get involved in business simulations, essay writing competitions, business presentation competitions.
- Subject video: <https://web.microsoftstream.com/video/f52300d6-f984-4005-805c-e8a85a01f49f?list=studio>
- Further enquiries please contact lead teacher, Mr I. Barnes (lbarnes@wadebridge.cornwall.sch.uk)