

# GCSE Business



 Wellsway School

Developing confident, respectful and successful young people

# Subject content: Year 10

## **Unit 1 – Business Activity**

- Business types
- Providing goods and services
- Enterprise
- Business planning
- Business ownership
- Business aims and objectives
- Business Growth

## **Unit 2 – Influences on Business**

- Technology
- Ethics
- Environmental
- Economic
- Legal
- Globalisation

## **Unit 3 – Business Operations**

- Methods of production
- Quality
- Supply Chain
- Sales Process

# Subject content: Year 11

## **Unit 6 – Human Resources**

- Recruitment
- Training
- Motivation
- Organisational structure

## **Unit 5 – Marketing**

- Identifying and understanding customers
- Market research
- The marketing mix
- Product
- Price
- Place
- Promotion

## **Unit 4 – Finance**

- Sources of finance
- Revenue & costs
- Profit and loss
- Cash Flow
- Break Even
- Profit margins
- Financial Performance

# Assessment

## GCSE

- This qualification is linear.
- This means that students will sit all their exams at the end of the course.
- 2 exams at the end of Y11
  - One 2 hour exam worth 62.5%
  - One 1hr 30min exam worth 37.5%
- NO COURSEWORK

**Component 1: Business Dynamics**  
Written examination: 2 hours  
62.5% of qualification

A mix of short answer and structured questions based on stimulus material covering all of the specification content

**Component 2: Business Considerations**  
Written examination: 1 hour 30 minutes  
37.5% of qualification

Data response questions covering all of the specification content

# Study suggestions

- All students must keep abreast of current affairs (we recommend BBC Newsbeat)
- Seneca– Revision material and Quizzes/Assessments
- BBC Bitesize
- Eduqas Resources Website – Digital Textbook and tasks



Seneca Learning - Fre...

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## *The nature of business activity*

### *The competitive business environment*

Businesses have to compete in a competitive environment. This means that they are not the only business providing a particular good or service (product). Consumers usually have a choice on what they spend their money on, for example if you wanted to buy a new mobile phone you would have a number of different models made by different manufacturers to choose from. Normal consumer behaviour predicts that if the product is identical or very similar you will choose the cheapest.

However, consumers are normally prepared to pay a higher price if they think that the



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# How can home support?

- PLCs
- Past Papers
- Flash cards and Quizzing
- Revision Guides
- Watch Bizconsesh youtube videos (3-7 minutes)
- Continue to complete weekly homework

# How can the students apply their knowledge?

## Business masterclasses after school

- Gregory's Estate Agent – 14<sup>th</sup> November
- Dovetail & Slate recruitment – 19<sup>th</sup> November

*...more pending from Waitrose, Flourish etc.*

Future competitions that will be running in Enterprise club - term 3