

GCSE Business Studies

Exam Board and Title: Edexcel Business Studies

Lessons per week: 3 x 50 minutes

What is Business Studies?

“The word ‘business’ is actually derived from the idea of ‘busy-ness’. This idea of busy-ness quite accurately describes most organisations: they are busy organising resources, producing, selling, managing people and keeping track of the finances.” Business Studies by Surridge & Gillespie. In GCSE Business Studies you will find out how a business does this.

The main areas you will study are:

- Spotting a business opportunity
- Showing enterprise and putting a business idea into practice
- Making the start-up effective
- Marketing
- Effective financial management
- Effective people management
- The wider world affecting business

How Will I Be Assessed?

There are two exams, one near the end of year 10 and one at the end of year 11. Together they make up 75% of the grade. The other 25% of the grade comes from a task set by the exam board which is done in controlled conditions in the classroom. The task will consist of an investigation into a small business focusing on a certain element of subject content from year 10.

Is it an interesting subject?

Yes! I think so, but I am little biased. If you find the following quotes interesting and want to know more about these stories, Business Studies could be for you.

“Sainsbury’s has said its recovery is “on track” as its underlying half-profits grew 60% to £189m. The supermarket said a focus on fresh, healthy foods and competitive pricing were behind its success.”

“The PlayStation brand remains the single most powerful brand in gaming today. For many gamers it is the only brand.”

“In a bid to attract consumers who have been tightening belts in the face of rising inflation there was heavy discounting across both clothing and footwear stores over the month.”

Is it for me?

Studying Business Studies at GCSE can be useful for anyone. We are all influenced by businesses everyday. All of us work for organisations or run our own companies and GCSE Business Studies will help you understand what is going on. Above all else though, choose Business Studies if the above interests you. If you would like to know more about the subject, please contact someone in the department.