

GCSE Business Studies

Course Title: AQA GCSE Business Studies

Why study GCSE Business Studies?

The specifications are designed to encourage candidates to consider the practical application of business and economic concepts. GCSE Business Studies provides progression for those wishing to continue their studies to GCE Business, GCE Economics, GCE Applied Business, and the Advanced Diploma in Business, Administration and Finance.

GCSE Business Studies provides progression for those wishing to continue their studies to ***A Level Business, Economics or Applied Business.***

Unit 1 – Setting up a Business

This unit introduces students to issues concerning the setting up and operation of a business. It explores the activities of business and the reasons for success or failure. It encourages candidates to appreciate that businesses must operate within society and that this involves businesses engaging with a wide range of stakeholders who will hold differing perspectives.

1. Starting a Business
2. Marketing
3. Finance
4. People in Businesses
5. Operations Management



Assessment

This unit will be assessed by an external written examination.

Unit 2 – Growing as a Business

This unit builds upon the content of Unit 1, allowing candidates to study businesses as they grow and the issues that expansion raises. Students also examine the legal status of businesses and key business functions such as finance and marketing.

1. The Business Organisation
2. Marketing
3. Finance
4. People in Businesses
5. Operations Management

Assessment

This unit will be assessed by an external written examination.

Unit 3 – Investigating Businesses

This unit is a controlled assessment unit. The work must be each candidate's own individual response and must be produced under controlled conditions.

Assessment

- All controlled assessment tasks will be set by AQA.
- Tasks will be replaced each year and will only be available for one assessment opportunity.
- AQA will provide centres with pre-released material which will require students to undertake a business investigation.
- This unit is worth 40 marks – 25% of the final GCSE grade

Where will Business Studies take me?

This exciting and valuable qualification will help you to understand:

- How businesses operate and
- What you need to do to become more employable or indeed to set up your own business.
- The course is up-to-date and relevant, reflecting the blend of business knowledge, practical skills, communication and team-working skills needed by anyone who is thinking about a career in any business-related job

A level Applied Business

Course title: AQA - A LEVEL APPLIED BUSINESS STUDIES

The approach to Applied Business is very different from the traditional A Level in that it is made up of a combination of Coursework and exams.

One third of the Applied Business is in the form of examinations, and the remainder is coursework, which means that for two-thirds of the Applied Business course YOU are in the driving seat! You control how well you do; you organise yourself and your time to ensure work is completed on time and to the syllabus requirements; you research the topic and you complete your assignments. We will not leave you totally to your own devices, however, and you will be encouraged to use the expertise, experience and enthusiasm of your teachers to help you to achieve a good grade.

The idea is that the new Applied Business is more vocational than the A Level, i.e. more of a 'hands-on' approach. We will not just teach you about market research; you will actually get out there and carry out your own and we don't just teach you about how a company would go about filling a vacancy, interview candidates etc; you get an opportunity to actually write the advertisement and carry out the interview in a role play situation. So, you are able to 'have a go' at many business activities and learn from the experience. Wherever possible, we will base our assignments on real businesses and try to use local or national companies to complete our projects.

What are the entry requirements?

- It is not necessary for you to have followed a course in Business Studies at GCSE.
- Grade C or above at GCSE

What will I study and how will it be assessed?

We follow the AQA specification. There are 6 units in total over the two years, with 3 units in the Lower Sixth and 3 units in the Upper Sixth.

AS

Unit 1 ' 33% of AS marks. Includes aims and objectives of businesses, the needs of their customers, marketing a product, competitors, why individuals and teams are vital to the success of a business.

Unit 2 ' 33% of AS marks. Includes people in business, roles, responsibilities, training and development, motivation, recruitment, interviewing.

Unit 3 ' 33% of AS marks. Includes financial planning and monitoring, sources of finance, calculating costs and revenue, calculating profits.

A2

There is one compulsory unit, (Business Planning), plus two additional modules which we choose from a list of options which include: Marketing Strategy, Promotional Activities, The Marketing Environment, Managing People, Managing Information,

Managing Change, and Financial Accounts for Managers or Managing Resources. One of these optional units must be assessed via external examination.

Each A2 module is worth 33% of the total A2 marks.

To succeed in this course you must be a self-starter. This means that you must be able to discipline yourself (i.e. drag yourself away from the TV, PlayStation or whatever else you do!). You must be able to discipline yourself to carry out research independently and complete your work on time.

We work to strict deadlines! You will be the sort of person who likes to work as part of a team, has good communication skills and the ability to bring a whole range of resources together. You will want to 'get out there' and actually 'have a go' at doing something creative.

The course presents an aspect of freedom in terms of how you achieve the outcome, so you may come up with a totally different idea than your friends in the group on how to do something and go about it in a totally different way, but both still succeed!

Does Applied Business link particularly well with other subjects?

Applied Business combines well with other subjects offered in the Sixth form. For example, to study Economics at a Russell group university you can study Further Maths and Applied Business, or Maths, Physics and Applied Business Studies.

Applied Business is also frequently combined with a variety of other subjects, e.g. Modern Languages, Computing, Mathematics, English Language, Psychology, Sociology and Health and Social Care.

Where might it lead me?

Applied Business will provide you with a broad based preparation for careers in management, actuary, accountancy, banking, marketing, retail or simply running your own business!

All Business Studies students leave Gosford Hill School more aware of themselves as a consumer in the modern world and, most importantly, of the power that it gives them. We feel our students are well prepared for making a success of their chosen career.