

Exam Board:	<i>Edexcel</i>
Qualification:	<i>1BS0/01, 1BS0/02</i>
Assessment Information:	<i>2 exams at the end of Year 11, each 1 hour and 45 minutes</i>

[Link to official specification](#)

Department Information:

The GCSE Business Studies course, offered by Edexcel, is designed to give students a comprehensive understanding of the business world. It is structured around two key themes:

Theme 1 (Year 10): Investigating Small Business - *This theme focuses on the fundamental aspects of starting and running a small business. It covers topics such as business enterprise, marketing, operations, and finance, as well as external influences that can impact business decisions.*

Theme 2 (Year 11): Building a Business - *This theme extends the knowledge from Theme 1 to the growth and development of a business. It includes topics on expanding a business, meeting customer needs, effective people management, and understanding business finance on a larger scale.*

*The course is assessed through **two exam papers**, each corresponding to one of the themes. The exams test students on their knowledge, understanding, and application of business concepts, preparing them for further studies or careers in business.*

ACHIEVE in the curriculum:

- **Ambitious:** *The course challenges students with real-world business scenarios and encourages them to explore innovative solutions and strategies. It pushes students to think critically about business success and their own potential within the field.*
- **Collaborative:** *Group projects and case studies require students to work together, share ideas, and solve problems collectively. This teamwork enhances their ability to collaborate effectively and communicate within a team.*
- **Happy:** *The course engages students with practical applications, making the learning experience more enjoyable and relevant. The satisfaction of understanding complex concepts and their real-world implications contributes to a positive learning experience.*
- **Integrity:** *Ethical considerations in business are discussed, including the importance of honesty, fairness, and social responsibility. This fosters a sense of integrity and helps students understand the value of ethical behaviour in business practices.*
- **Endurance:** *The course involves studying challenging concepts and managing multiple assessments and deadlines. This helps students develop resilience and persistence as they navigate through the complexities of business studies.*
- **Versatility:** *By covering various aspects of business, including marketing, finance, and operations, the course prepares students to apply their knowledge in different contexts and adapt to various business environments.*
- **Excellence:** *Through continuous assessment and feedback, students are encouraged to strive for high standards and improve their work. This emphasis on excellence drives them to achieve their best and understand the importance of quality and precision in business.*

Curriculum Aims & Intent:

The GCSE Business Studies curriculum under the Edexcel exam board is designed with the intent to provide students with a **comprehensive understanding of the business world** and to equip them with **practical skills for the future**. The aims of the curriculum are multifaceted, focusing on both **academic knowledge and real-world application**.

- Firstly, the curriculum aims to develop students' **understanding of the business environment**, including how businesses operate, the challenges they face, and the strategies they employ to succeed. This includes studying various business types, from sole traders to multinational corporations, and exploring key concepts such as marketing, finance, operations, and human resource management.
- Moreover, the curriculum seeks to foster **critical thinking and analytical skills**. Students are encouraged to evaluate business decisions and strategies, considering the impacts on different stakeholders and the broader economic, social, and environmental context. This analytical approach helps students to develop a nuanced understanding of business dynamics and prepares them for further education or careers in business.
- Another key aim is to enhance students' **practical skills**. The curriculum includes opportunities for students to engage in project-based learning, simulations, and case studies, which help to bridge the gap between theoretical knowledge and practical application. This hands-on experience is vital for building problem-solving skills and fostering entrepreneurial thinking.
- Furthermore, the curriculum intends to instil **ethical awareness and corporate social responsibility**. Students learn about the ethical implications of business decisions and the importance of sustainability, preparing them to make responsible choices in their future professional lives.

Overall, the Edexcel GCSE Business Studies curriculum is designed to provide a robust **foundation in business principles**, encourage **critical and strategic thinking**, and **prepare students for the complexities of the business world**.

Resources:

- CGP Edexcel GCSE Business. ISBN-13978-1782946908 + CGP GCSE Business Edexcel Exam Practice Workbook. ISBN-13978-1782946939 OR...
- Pearson REVISE Edexcel GCSE Business. ISBN-13978-1292190716 + Pearson REVISE Edexcel GCSE Business Revision Workbook. ISBN-13978-1292190709
- Pearson REVISE Edexcel GCSE Business Model Answer Workbook ISBN-13978-1292296661
- <https://www.bbc.co.uk/bitesize/examspecs/z98snbk>
- <https://www.gcsepod.com>

How we keep parents informed:

Year 10 - Progress reports are published 4 times per year, in October, November, March and July, with a face-to-face parents' evening in March.

How parents can help their child:

Support with RE-CALL of key words and points via **Theme 1 and 2 RE-CALL PPT**, available via share-point and hard copy provided to student. Encourage and support with timed practice questions at home (students to apply exam structures taught in the classroom).

What we study and when:

Term	<p align="center">Knowledge, Understanding & Skills Developed ACHIEVE / Personal Development Focus How The Work Is Assessed</p>	<p align="center">Careers Links</p>
<p align="center">1</p>	<p>1.1 Enterprise & Entrepreneurship This unit explores the role of entrepreneurs in starting and running businesses. It covers the key characteristics and skills of successful entrepreneurs, the importance of innovation, and how entrepreneurial activity drives economic growth. Students learn about risk-taking, creativity, and the process of turning ideas into viable business ventures.</p> <p>Students develop skills in creativity, risk-taking, and innovation, learning how to identify business opportunities and turn ideas into viable ventures. They gain an understanding of how to create and communicate a vision, build a business plan, and foster a resilient mind-set.</p> <ul style="list-style-type: none"> • Ambitious: Studying enterprise and entrepreneurship encourages students to think big and aspire to create their own business ventures. It fosters a mind-set where students are motivated to achieve their goals and push boundaries. • Collaborative: Entrepreneurs often work in teams to brainstorm, develop ideas, and solve problems. This section promotes collaboration as students learn to work together in groups, sharing and refining their ideas. • Happy: Engaging in enterprise activities can be exciting and fulfilling. Students often find joy in exploring their own business ideas and seeing their creativity come to life. • Integrity: Understanding ethical business practices is crucial for entrepreneurs. This topic teaches students about the importance of honesty, fairness, and responsibility in business. • Endurance: Entrepreneurship involves persistence through challenges. Students learn about the perseverance required to start and sustain a business, demonstrating endurance in overcoming obstacles. • Versatility: Entrepreneurs must adapt to changing situations and be flexible. This topic highlights the need for versatility in managing different aspects of a business and responding to market demands. • Excellence: Aspiring entrepreneurs aim for high standards in their business practices. The pursuit of excellence drives students to refine their ideas and strive for the best outcomes. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments</p>	<p>Entrepreneur: Starting and running your own business, innovating new products or services.</p> <p>Business Consultant: Advising other businesses on how to develop and grow.</p> <p>Venture Capitalist: Investing in start-ups and guiding them to success.</p> <p>Explanation: Understanding the fundamentals of enterprise and entrepreneurship helps individuals develop the skills needed to start and manage businesses. This knowledge is crucial for anyone aiming to lead their own venture or work in advisory roles supporting new businesses.</p>

<p>2</p>	<p>1.2 Spotting a Business Opportunity</p> <p>This section focuses on identifying and evaluating potential business opportunities. It examines market research techniques, understanding customer needs, and analysing competition. Students learn how to assess the viability of ideas and recognise opportunities for innovation and growth.</p> <p>Skills include market research, trend analysis, and identifying gaps in the market. Students learn to assess consumer needs, analyse competition, and evaluate potential for success, enabling them to pinpoint viable business opportunities effectively.</p> <ul style="list-style-type: none"> • Ambitious: Spotting business opportunities requires a proactive and ambitious mind-set, encouraging students to seek out potential areas for growth and innovation. • Collaborative: Identifying opportunities often involves working with others to analyse market needs and trends. Collaborative efforts can lead to a more thorough understanding of potential opportunities. • Happy: Finding a viable business opportunity can be a source of excitement and satisfaction, contributing to a positive learning experience. • Integrity: It's important to assess opportunities ethically, ensuring that business ideas align with moral standards and societal needs. • Endurance: Spotting opportunities may involve extensive research and persistence. Students learn the value of endurance in evaluating and pursuing potential ideas. • Versatility: Students need to be versatile in their approach to identifying opportunities, adapting their strategies based on research and feedback. • Excellence: Excellence in spotting opportunities involves thorough analysis and a high level of insight. Students are encouraged to aim for excellence in their research and evaluation processes. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments</p>	<p>Market Research Analyst: Identifying market trends and opportunities for new products or services.</p> <p>Product Manager: Overseeing the development of new products based on market needs.</p> <p>Business Development Manager: Seeking and evaluating new business opportunities for growth.</p> <p>Explanation: Spotting business opportunities involves analysing market trends and customer needs. Careers in market research, product management, and business development rely heavily on these skills to identify and act on emerging opportunities.</p>
<p>3</p>	<p>1.3 Putting a business idea into practice</p> <p>In this unit, students develop skills in turning business ideas into actionable plans. They learn to set business objectives, calculate costs, revenues, and profits, and understand the importance of cash flow. Students also practice creating business plans and making informed decisions based on financial data.</p> <p>Skills Developed: Financial literacy, such as budgeting and forecasting; strategic planning; decision-making based on financial analysis; and understanding the financial dynamics of starting and running a business.</p> <ul style="list-style-type: none"> • Ambitious: Encourages students to set high aims and objectives for their business ideas, fostering a mind-set of striving for success and growth. • Collaborative: Students work together to develop and refine business ideas, learning the value of teamwork in the planning process. 	<p>Operations Manager: Implementing business ideas by managing day-to-day operations.</p> <p>Project Manager: Overseeing the development and execution of new projects or business ideas.</p> <p>Start-up Advisor: Assisting new businesses in setting up and operationalising their ideas.</p> <p>Explanation:</p>

	<ul style="list-style-type: none"> • Happy: Cultivates a positive attitude towards entrepreneurship by showing students how achieving goals can bring satisfaction and fulfilment. • Integrity: Emphasises ethical financial planning and decision-making, ensuring that students understand the importance of honesty in business. • Endurance: Teaches perseverance in overcoming challenges and setbacks during the planning process, encouraging resilience. • Versatility: Encourages adaptability in changing or refining business plans based on market research and financial realities. • Excellence: Promotes the pursuit of high standards in setting and achieving business objectives, aiming for quality in all aspects of planning. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments</p>	<p>Turning a business idea into a reality requires practical skills in planning, resource management, and execution. These abilities are essential in roles focused on operational efficiency and project management.</p>
4	<p>1.4 Making the Business effective This unit focuses on the practical aspects of running a successful business, including organisational structures, marketing, and customer focus. Students learn how to choose appropriate legal structures, develop effective marketing strategies, and ensure quality customer service.</p> <p>Skills Developed: Strategic thinking in marketing and operations; understanding legal and organizational frameworks; effective communication; and customer service excellence.</p> <ul style="list-style-type: none"> • Ambitious: Inspires students to think big about their business potential, aiming for growth and success through effective decision-making. • Collaborative: Encourages teamwork in exploring different business structures and strategies, emphasising the importance of working well with others. • Happy: Highlights the role of customer satisfaction and employee well-being in creating a positive business environment, leading to success. • Integrity: Teaches the importance of ethical business practices, such as honest marketing and transparent customer service. • Endurance: Focuses on the persistence required to refine business operations and make adjustments for continuous improvement. • Versatility: Encourages flexibility in choosing business strategies and adapting to market conditions or customer needs. • Excellence: Promotes a commitment to high standards in all aspects of business operations, from customer service to marketing and management. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments</p>	<p>Business Analyst: Evaluating business processes and recommending improvements.</p> <p>Financial Manager: Managing financial resources to ensure business efficiency and profitability.</p> <p>Human Resources Manager: Ensuring effective employee management and development to support business goals.</p> <p>Explanation: Making a business effective involves optimising operations, finances, and human resources. Careers in analysis, finance, and HR are directly related to enhancing business performance and efficiency.</p>

<p>5</p>	<p>1.5 External Influences on businesses</p> <p>Students examine how external factors impact business operations. This includes economic conditions, legal regulations, social trends, and technological advancements. The unit explores how businesses must adapt to changes in their external environment to remain competitive and compliant.</p> <p>Students gain an understanding of how factors like economic conditions, legal regulations, and social trends impact business operations. They develop skills in analysing external environments and adapting strategies to navigate challenges and capitalise on opportunities.</p> <ul style="list-style-type: none"> • Ambitious: Understanding external influences helps businesses anticipate and respond to changes, which supports ambitious strategic planning and goal-setting. • Collaborative: Businesses often collaborate with external stakeholders (e.g., suppliers, partners) to navigate external influences effectively. Students learn about the importance of these relationships. • Happy: Being aware of and managing external influences can lead to a more stable and predictable business environment, contributing to a more positive and stress-free experience. • Integrity: Analysing external influences includes understanding the ethical and regulatory landscape. Students learn to incorporate integrity into their business strategies to comply with legal and moral standards. • Endurance: Adapting to external influences requires endurance, as businesses must persist through economic shifts, legal changes, and other external factors. • Versatility: Students learn to be versatile in their responses to external influences, adapting their strategies and operations to maintain business stability and growth. • Excellence: Analysing and responding to external influences with excellence ensures that businesses can effectively manage risks and seize opportunities for success. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments</p>	<p>Regulatory Affairs Specialist: Ensuring compliance with laws and regulations affecting the business.</p> <p>Economic Analyst: Studying economic trends and their impact on business strategies.</p> <p>Public Relations Manager: Managing the company’s image and responding to external factors such as media and public opinion.</p> <p>Explanation: External influences such as economic conditions, regulations, and market trends can significantly impact business operations. Careers in regulatory affairs, economic analysis, and public relations are key for understanding and managing these external factors.</p>
<p>6</p>	<p>Revision and Re-cap of units 1.1 -1.5</p> <ul style="list-style-type: none"> - RE-CALL testing - Refinement of exam skills • Ambitious: During revision, ambitious students aim to not only pass their exams but to achieve top grades by thoroughly understanding the syllabus, practicing past papers, and seeking additional resources or support when needed. They set clear, challenging goals for their learning outcomes and work persistently towards achieving them. • Collaborative: In revision, collaborative students form study groups to share knowledge, discuss challenging concepts, and support each other’s learning. They engage in peer reviews, collaborative exercises, and group study sessions to enhance their understanding and preparation. 	<p>By embodying these ACHIEVE values, students in GCSE Business Studies not only enhance their academic performance but also develop skills and attributes that are valuable in both their educational journey and future careers.</p>

- **Happy:** Happy students approach revision with enthusiasm and curiosity. They find joy in discovering how different business theories apply to real-life situations and celebrate their progress and achievements, which fosters a positive and effective study environment.
- **Integrity:** During revision, students demonstrate integrity by honestly assessing their strengths and weaknesses, avoiding dishonest practices like plagiarism, and using credible sources for their study materials. They also practice integrity by preparing thoroughly and fairly for their exams.
- **Endurance:** Enduring students approach their revision with perseverance, dedicating consistent time and effort to understanding difficult concepts and solving complex problems. They keep a steady pace in their study routine, even when faced with challenging material.
- **Versatility:** Versatile students practice a range of revision techniques and adapt their study strategies to fit different types of business questions and scenarios. They are flexible in their approach, adapting to changes in exam formats or new topics as required.
- **Excellence:** Students aiming for excellence set high standards for their revision and exam preparation. They thoroughly review and refine their knowledge, use feedback constructively, and strive to excel in every aspect of their study and exam performance.

How The Work Is Assessed:

Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments