

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	Knowledge, Understanding & Skills Developed ACHIEVE / Personal Development Focus How The Work Is Assessed	Careers Links
1	<p>1.1 Enterprise & Entrepreneurship</p> <p>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>