

Exam Board: *Edexcel*
Qualification: *1BS0/01, 1BS0/02*
Assessment Information: *2 exams at the end of Year 11, each 1 hour and 45 minutes*
[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 interactive learning methods and 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***

Resources:

- *CGP Edexcel GCSE Business. ISBN-13978-1782946908 + CGP GCSE Business Edexcel Exam*

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.**

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.qcsepod.com>

How we keep parents informed:

Year 11 - Progress reports are published 4 times per year, in October, December, February and March, with a face-to-face parents' evening in October.

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>2.1 Growing the Business</p> <p>This section covers strategies for expanding a business, including organic growth through increasing sales and market share, as well as external growth through mergers, acquisitions, and partnerships. It explores how businesses can scale operations, enter new markets, and diversify their product offerings to drive growth.</p> <p>Students develop skills in strategic thinking and planning as they explore methods for expanding a business, such as market development, diversification, and scaling operations. They learn to evaluate growth opportunities and the associated risks, enhancing their ability to make informed decisions about business expansion.</p> <ul style="list-style-type: none"> • Ambitious: Growing the business requires setting high goals and striving for expansion. Students learn about strategies like market penetration, market development, product development, and diversification, which involve ambitious planning and vision. • Collaborative: Successful business growth often involves collaboration within the organisation and with external partners. Students will explore how teamwork and partnerships can drive growth and how businesses must work together internally and with stakeholders. • Happy: A positive workplace culture contributes to growth. By focusing on employee satisfaction and motivation, businesses can increase productivity and retain talent, reflecting the value of creating a happy and supportive work environment. • Integrity: Ethical considerations are important in growth strategies. Students will learn how maintaining honesty and transparency in business practices supports sustainable growth and builds trust with customers and partners. • Endurance: Growing a business involves overcoming challenges and persisting through difficulties. The value of endurance is reflected in how businesses adapt and persevere through market fluctuations and competitive pressures. • Versatility: Adapting to changing market conditions and exploring new opportunities demonstrate versatility. Students will see how businesses need to be flexible in their strategies to achieve growth. • Excellence: Achieving growth often requires striving for excellence in product quality, customer service, and business processes. Students learn that excellence in these areas can lead to better market positioning and success. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>Business Development Manager: Focuses on strategies to increase revenue and expand market presence. They work on identifying new business opportunities and building relationships with potential clients.</p> <p>Entrepreneur: Starts and grows their own business, using skills in market analysis, innovation, and strategic planning to scale operations and increase profitability.</p> <p>Corporate Strategist: Develops and implements long-term strategies for business growth, including market expansion and product diversification.</p> <p>Explanation: These roles involve planning and executing strategies to increase a business's market share and profitability. They require skills in market research, strategic thinking, and understanding business dynamics.</p>

<p>2</p>	<p>2.2 Making Marketing Decisions</p> <p>This topic focuses on the process of making effective marketing decisions. It includes market research to understand customer needs, segmentation, targeting, positioning, and the development of marketing strategies. Key elements like the marketing mix (4Ps) and digital marketing tactics are also examined.</p> <p>This focuses on students' ability to analyse market data and consumer behaviour to make strategic marketing decisions. They learn to identify target markets, develop effective marketing strategies, and use marketing mix elements to address consumer needs and preferences, improving their problem-solving and creative thinking skills.</p> <ul style="list-style-type: none"> • Ambitious: Marketing decisions often involve setting ambitious goals for brand recognition, market share, and customer engagement. Students learn how businesses use market research and strategic planning to achieve these goals. • Collaborative: Marketing often requires collaboration between different departments and external agencies. Students understand how teamwork and communication are essential in developing and executing marketing strategies. • Happy: Marketing strategies that focus on customer satisfaction and creating positive brand experiences contribute to a happier customer base. Students see how aligning marketing with customer needs can enhance satisfaction. • Integrity: Ethical marketing practices are crucial. Students learn the importance of honesty in advertising and how misleading information can damage a brand's reputation and customer trust. • Endurance: Successful marketing requires long-term commitment and the ability to adapt to changing trends. Students will explore how persistence and ongoing efforts contribute to building a strong brand. • Versatility: Effective marketing involves using various channels and adapting strategies to different target audiences. Students learn about the need for versatility in marketing approaches to reach diverse customer segments. • Excellence: Striving for excellence in marketing campaigns ensures high-quality, impactful communication. Students see how well-executed marketing strategies can differentiate a business from its competitors. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>Marketing Manager: Develops and oversees marketing strategies, including campaigns, promotions, and market research to drive sales and brand awareness.</p> <p>Brand Manager: Focuses on maintaining and growing the brand's image, ensuring that marketing efforts align with brand values and market expectations.</p> <p>Digital Marketing Specialist: Implements online marketing strategies, such as social media campaigns, SEO, and content marketing, to engage customers and drive online traffic.</p> <p>Explanation: Marketing roles involve making decisions about how to position products or services, how to reach target audiences, and how to respond to market trends. These decisions are crucial for achieving competitive advantage and customer engagement.</p>
<p>3</p>	<p>2.3 Making Operational Decisions</p> <p>Here, students learn about the operational aspects of running a business, including production processes, supply chain management, and quality control. It covers how businesses can improve efficiency, manage resources, and ensure smooth day-to-day operations to meet customer demands.</p> <p>Students gain skills in optimizing business operations by studying supply chain management, production processes, and quality control. They learn to make decisions that improve efficiency, reduce costs, and enhance product or service delivery, fostering their analytical and organisational abilities.</p>	<p>Operations Manager: Oversees the day-to-day operations of a business, ensuring efficient processes and resource management to meet organisational goals.</p> <p>Supply Chain Manager: Manages the supply chain from procurement to distribution,</p>

- **Ambitious:** Operational decisions involve optimising processes to achieve ambitious efficiency and productivity goals. Students learn how effective operations management can drive overall business success.
- **Collaborative:** Operations often require collaboration among various departments and teams to ensure smooth production and delivery. Students see the importance of teamwork in operational efficiency.
- **Happy:** Streamlined and effective operations contribute to a positive work environment. Students understand how operational decisions that improve workplace conditions can enhance employee satisfaction.
- **Integrity:** Ethical considerations in operations, such as fair labour practices and sustainable sourcing, reflect integrity. Students learn how maintaining ethical standards in operations is crucial for long-term success.
- **Endurance:** Efficient operations involve managing and overcoming ongoing challenges. Students learn about the importance of resilience and continuous improvement in operational management.
- **Versatility:** Operations management requires adaptability to changing demands and technologies. Students see how businesses must be versatile in their processes to stay competitive.
- **Excellence:** Striving for excellence in operational processes ensures high-quality products and services. Students learn how operational excellence can lead to better performance and customer satisfaction.

2.4 Making Financial Decisions

This section deals with financial decision-making, including budgeting, financial planning, and managing cash flow. Students explore financial statements, investment appraisal methods, and the importance of financial health in making informed business decisions.

This area develops students' financial literacy and decision-making skills. They learn to analyse financial statements, manage budgets, and assess financial performance. The focus is on understanding financial metrics to make informed decisions about investments, cost control, and profitability, strengthening their quantitative and evaluative skills.

- **Ambitious:** Financial decisions involve setting and pursuing ambitious financial goals, such as growth targets or profitability. Students learn how to make strategic financial choices to achieve these goals.
- **Collaborative:** Financial planning and decision-making often require input from various stakeholders, including finance teams, management, and investors. Students understand the value of collaboration in financial planning.
- **Happy:** Sound financial management can lead to a stable and rewarding work environment. Students learn how financial health impacts employee satisfaction and business sustainability.
- **Integrity:** Ethical financial practices, such as honest reporting and transparent budgeting, are essential. Students learn the importance of integrity in maintaining trust and compliance.

optimising processes to reduce costs and improve efficiency.

Production Manager: Focuses on overseeing the production process, ensuring products are manufactured efficiently, on time, and to quality standards.

Explanation: Operational roles are about ensuring that the internal workings of a business are efficient and effective. They involve decisions related to resource allocation, process optimisation, and maintaining operational quality.

Financial Analyst: Analyses financial data to help businesses make informed investment decisions, budget planning, and financial forecasting.

Accountant: Manages financial records, prepares financial statements, and ensures compliance with financial regulations and standards.

Chief Financial Officer (CFO): Oversees all financial aspects of a company, including financial planning, risk management, and reporting.

Explanation: Financial roles involve managing a business's finances, from budgeting and financial reporting to investment decisions and risk management. Effective financial

	<ul style="list-style-type: none"> • Endurance: Financial decision-making involves navigating economic fluctuations and long-term planning. Students see how perseverance and careful planning contribute to financial stability and growth. • Versatility: Financial strategies must adapt to changing market conditions and business needs. Students learn how versatility in financial planning helps businesses respond to unexpected challenges. • Excellence: Achieving financial excellence involves effective budgeting, forecasting, and investment strategies. Students learn how excellence in financial management contributes to overall business success. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>decision-making is critical for the stability and growth of a business.</p>
4	<p>2.5 Making Human Resource Decisions This topic involves managing a business's workforce, including recruitment, training, performance management, and employee relations. It covers how to align human resource practices with business goals, foster a productive work environment, and address legal and ethical considerations in HR.</p> <p>Students focus on managing people effectively, including recruitment, training, and performance management. They learn to address human resource challenges, such as staff motivation and development, improving their leadership, interpersonal, and decision-making skills in a business context.</p> <ul style="list-style-type: none"> • Ambitious: HR decisions often involve setting ambitious goals for talent acquisition, development, and retention. Students learn how strategic HR planning supports business objectives. • Collaborative: HR functions require collaboration between managers and employees to address needs and resolve issues. Students see how effective HR practices involve working together to build a positive work environment. • Happy: Ensuring employee well-being and job satisfaction is a key HR responsibility. Students learn how HR decisions that focus on creating a happy workplace contribute to productivity and retention. • Integrity: Ethical HR practices, such as fair hiring processes and respectful treatment of employees, reflect integrity. Students learn the importance of fairness and transparency in HR decisions. • Endurance: Managing human resources involves addressing ongoing challenges such as employee turnover and skill development. Students see how enduring commitment to HR practices supports long-term business success. • Versatility: HR decisions must adapt to changes in workforce needs and employment laws. Students learn about the need for versatility in HR strategies to respond to evolving business requirements. • Excellence: Striving for excellence in HR practices ensures effective recruitment, development, and management of talent. Students learn how high-quality HR practices contribute to overall business performance. <p>How The Work Is Assessed: Unit assessments/ timed exam questions in lesson followed by reflection lessons on assessments.</p>	<p>Human Resources Manager: Oversees HR functions, including recruitment, employee relations, and performance management, ensuring the workforce aligns with business goals.</p> <p>Recruitment Consultant: Specializes in finding and placing candidates in suitable roles, often focusing on specific industries or job types.</p> <p>Training and Development Specialist: Develops and implements training programs to enhance employee skills and support career development within the organisation.</p> <p>Explanation: HR roles involve making decisions about staffing, employee development, and workplace culture. These decisions are key to ensuring that a business has the right people in the right roles and that employees are motivated and productive.</p>

<p>5</p>	<p>Revision: Theme 1 and 2</p> <ul style="list-style-type: none"> - RE-CALL testing - Refinement of exam skills <ul style="list-style-type: none"> • 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. • 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. 	<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>
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