

# BUSINESS STUDIES

KS4 (Edexcel GCSE Business)

Students investigate concepts associated with starting up a small business and the problems they may face in becoming an entrepreneur. Students are encouraged to take an interest and gain an understanding of the real world examples and experiences.

YR10



## Theme 1: Starting a Small Business

This theme concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework to explore core concepts through the lens of an entrepreneur setting up a business. Students will develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates.

## Course Content and Skill Development

**Enterprise & entrepreneurs:** the dynamic nature of business, how business ideas come about, the impact of risk and reward and the role of the entrepreneur.

**Spotting a business opportunity:** understanding customer needs, conducting market research and competition.

**Putting a business Idea into practice:** identifying aims and objectives and financial aspects

**Making a business effective:** impacts on business success, location, marketing mix and business plans

**Understanding the external environment on business:** stakeholders, technology, legislation and the economy.

Students will develop both literacy and numeracy skills in an applied way, have the chance to develop their research, problem solving and presentation skills.



Specification link

<https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>

## When and how assessment of learning will happen (throughout the course)

Students will be formally assessed by tests at the end of each section using a range of GCSE style questions. Other tasks will be formally marked using exam board criteria or sometimes peer or self assessed.

## The final exams/ assessment

A single 1 hour 45 minute exam at the end of year 10 to judge progress and gain experience of exam technique.

## Home Learning Expectations

Students will be set regular homework, posted on the Google Classroom. This will take a variety of formats from research, to 'purple penning' to wider reading.

If a student is absent from a lesson, the materials should be found on Google Classroom; there is an expectation that the student will make efforts to catch up the missed work in their own time.



## Useful Information

Students are recommended to purchase an Edexcel GCSE revision guide and workbook, both available from the department.

## Useful websites

<https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

<https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public>

<https://www.youtube.com/@TwoTeachers>

<https://www.youtube.com/@TakingTheBiz>

<https://www.youtube.com/@Bizconsesh>

