

GCSE BUSINESS STUDIES SNAPSHOT

OVERVIEW

Studying Business Studies will help students gain knowledge and understanding of businesses, how they operate and the roles of various stakeholders. Students will learn how businesses start up, what is required to keep them going and the challenges they face.

By taking this subject, students will be well prepared to study at advanced level.

A qualification in Business Studies can lead to a career in accounting, advertising, banking, retail, management consulting, marketing, research, human resources, a small business, or self-employment as an entrepreneur.

SPECIFICATION SUMMARY

Unit 1 is assessed in an external written examination. The unit introduces students to the fundamentals of starting a business, resources needed, stakeholders, marketing, e-business, m-business and business operations.

Unit 2 is assessed in an external written examination. Students examine human resources, including recruitment and selection, appraisal, training, motivation, business growth and finance.

Unit 3 is assessed in a controlled assessment task. Students carry out a research task and examine and evaluate a business plan, communicating their findings in a structured report writing task..

BENEFITS TO STUDENTS

Business Studies combines well with Economics, Mathematics, Geography and Digital Technology. Students can also develop their skills in Communication, Using Mathematics and Digital Technology.

The key benefits to students include:

- learning how a business starts up and how it functions;
- considering the impact of e-business and m-business;
- being aware of quality assurance standards and health and safety legislation;
- examining recruitment and selection procedures, training and motivating staff;
- learning about business finance, including how to interpret and analyse business information; and
- carrying out research and evaluating a business plan, and using this information to write a report with recommendations.

CROSS-CURRICULAR SKILLS, THINKING SKILLS AND PERSONAL CAPABILITIES THAT WILL BE DEVELOPED

Students can develop skills, for example:

- **Communication (oral and written)** – participating in discussions, debates and interviews; interpreting and analysing information;
- **Using Mathematics** – calculating costs, revenue and profit; analysing market research results; understanding risks associated with sources of finance;
- **Using ICT** – using technology to access, manage, select and present information, for example using secondary research online and spreadsheets;
- **Self-Management** – planning work; setting personal goals and targets; monitoring, reviewing and evaluating progress; improving learning; effectively managing time;
- **Working with Others** – learning through co-operation with others; teamwork; listening to others; influencing group thinking and decision-making; and
- **Problem Solving** – identifying and analysing relationships and patterns; forming opinions and justifying views; analysing and assessing evidence; evaluating options and justifying decisions.

UNIQUE FEATURES OF THIS SPECIFICATION/ IMPROVEMENTS MADE

New topics that we have added to this specification include:

- the role of social enterprise;
- business location – factors that influence the location of businesses; and
- e-business and m-business – how businesses can use electronic and mobile technology in a variety of ways.

In the controlled assessment unit, students learn and evaluate the various components that make up a business plan. They carry out research and make recommendations based on their findings.



CONTENT AND ASSESSMENT

CONTENT	CONTENT SUMMARY	ASSESSMENT	WEIGHTING
Unit 1: Starting a Business	This unit covers: <ul style="list-style-type: none">• Creating a Business• Marketing• Business Operations.	External written examination 1 hour 30 mins	40%
Unit 2: Developing a Business	This unit covers: <ul style="list-style-type: none">• Human Resources• Business Growth• Finance	External written examination 1 hour 30 mins	40%
Unit 3: Planning a Business (Synoptic)	This unit requires students to complete a research task and a structured report-writing task based on a business plan.	Controlled assessment	20%

SUPPORTING YOU

The following resources are available to support this specification:

- our Business Studies microsite at www.ccea.org.uk and
- specimen assessment materials.

We also intend to provide:

- past papers;
- mark schemes;
- Chief Examiner's reports;
- Principal Moderator's reports;
- guidance on progression from Key Stage 3;
- planning frameworks;
- centre support visits;
- support days for teachers;
- agreement trials;
- controlled assessment guidance for teachers;
- controlled assessment guidance for candidates;
- a resource list; and
- exemplification of examination performance.

CONTACT US

If you have a query or require advice or guidance, please contact:

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SPECIFICATION SNAPSHOT



For first teaching from September 2017
For first assessment in Summer 2018
For first award in Summer 2019