

Business Studies GCSE

What do you study?

The AQA GCSE Course studies the skills and techniques needed to manage a business.

Some of the concepts studied include:

- **Finance** – using budgets, improving cash flow and profits.
- **People** – recruitment, selection, training and motivation.
- **Operations Management** – operational decisions, quality, customer service, suppliers, technology.
- **Marketing** – designing and using an effective marketing mix including advertising and promotions, adapting to changes in market conditions and competitiveness.

Why study business and enterprise

This course provides an academically rigorous introduction to the wide range of theories, concepts, tools and techniques that have been developed to manage business. Having knowledge and understanding of these concepts helps you play a more effective role in whatever career you pursue, whether it is in a private business, the public sector or as an entrepreneur yourself. This GCSE introduces you to a wide range of subjects from Law to Accounting to Psychology - topics which you can choose to take further either at A Level or eventually as a degree.

How is the course assessed?

Paper 1: Influences of operations and HRM on business activity

This looks at the issues faced by entrepreneurs managing 'operations': the various ways a company can make and/or deliver the things it sells; and Human Resources: how to get the best out of the staff you employ.

Paper 2: Influences of marketing and finance on business activity

This paper looks at the art and science of Marketing: understanding what to sell, who to sell it to and how to attract people to buy your product. This paper also looks at Finance, the job of an Accountant in planning how to fund a business and how to manage the money that flows in and out of the business.

Both of these papers are written exams with 90 marks taking 1:45hours. There is no coursework option on this course. Each exam has:

- Multiple choice questions and short answer questions worth 20 marks.
- 2 'case studies' of businesses. These could be familiar to you such as Krispy Kreme or small business which you have not come across. You read the information provided, analyse their problems and advise them on a way forward by answering a series of short written questions and 3 longer questions of up to a page of writing.

Exam Board Link: <http://www.aqa.org.uk/subjects/business-subjects/gcse/business-8132>