



GCSE Business

The world of business

Travel

Technology

Pharmaceuticals

Financial services

Public sector services

Automotive

Retail

Recruitment

Trades

Manufacturing

Hospitality

Banking

Real estate



It will help me when I leave school - Isobel

I've really enjoyed learning about business finance - Haidar

Why should I study business?

- To learn more about how big businesses operate
- To learn more about how to set up your own business
- To gain an understanding about business finance
- To learn more about the marketing strategies businesses use to attract and retain customers
- To develop your communication skills
- To understand what makes a good business leader
- To understand how to make yourself more desirable as an employee
- To understand what motivates people to work hard

It will help me to set up a business - Isabelle

I've really enjoyed learning new things - Imogen

It's really relevant to the future - Charlie

I've really enjoyed learning how to write a CV and apply for jobs - Bella

What is GCSE Business?

You can find out more about the course here:

GCSE BUSINESS

GCSE Business gives students an introduction to the knowledge and skills needed to run a business, such as managing money, advertising and employing staff.

Split into 6 key units

1. Business activity
2. Influences on business
3. Business operations
4. Finance
5. Marketing
6. Human resources

Grades available: 1-9

100% Examination at the end of Year 11.

What will be taught and tested?

Eduqas GCSE Business

How will I be assessed?

Component 1: Business Dynamics will be assessed through a written examination

- 2 hours
- 62.5% of qualification
- 100 Marks

A mix of short answer and structured questions based on stimulus material covering all of the specification content.

Component 2: Business Considerations will be assessed through a written examination

- 1 hour 30 minutes
- 37.5% of qualification
- 60 Marks

Data response questions covering all of the specification content.

Examples of what is expected in the exam

Lush aims to be an environmentally sustainable business. It uses discarded plastics found in the ocean and other recyclable materials to make the black pots that most of its cosmetics are stored in. The pots can be returned to a Lush store and recycled into new black pots.



Lush sources the raw materials to make its products from around the world. It makes sure that its suppliers support workers' rights such as fair pay and good working conditions and do not use child labour.

(d) Explain **one** factor that is important to a business when choosing a supplier. [2]

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5. KFC is a global fast-food business which uses franchising to grow its business.

(a) Describe what is meant by franchising. [2]

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(b) Explain **two** advantages to a business of using franchising to grow its business. [4]

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How do you gain an understanding of real businesses?

- Visits to local and national businesses
- Visiting speakers and workshops
- Access to videos from global businesses
- A wide variety of case studies of well known businesses used in class



What can GCSE Business lead to?

GCSE Business students often continue to study A Level or BTEC Business at Sixth Form, often alongside A Level Economics.

This can lead to careers in:

- Business
- Accountancy
- Marketing
- Banking and finance
- Human resources
- Sport management

We also have students who go straight into apprenticeships or are working towards setting up their own businesses.



Any questions?

Please contact Miss Novacki lnovacki@poyntonhigh.org.uk

