

BUSINESS STUDIES

Introduction

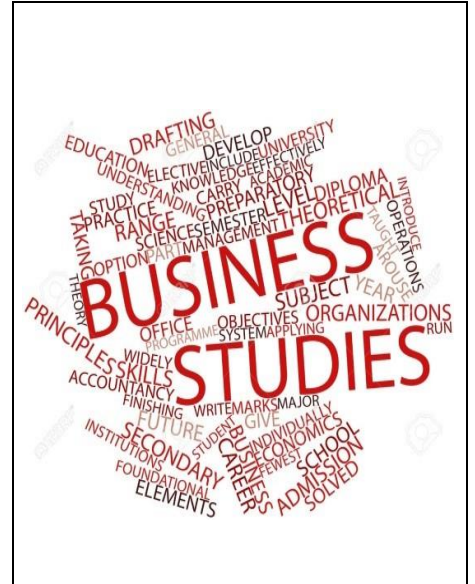
Would you like the opportunity to set up your own business?

Would you like to be the next Alan Sugar? Steve Jobs? Bill Gates?

Would you like to be involved in the top businesses, like Tesco? Marks and Spencer? Or those within the Professional Business Services sector, like Price Waterhouse Coopers? Deloitte? KPMG?

Would you like to work in industries such as accountancy? Cyber security? Architecture? Retail? Human Resources? Law?

If the answer is YES, then GCSE Business Studies is for you!



What will it be like?

Within GCSE Business Studies, you will cover a wide range of topics in relation to how and why businesses operate. This will be of great relevance to all young people, as they finish their education and enter into the world of work. Businesses are now a part of everyday lives – through the provision of products and services, communication methods and techniques, employment opportunities, and product innovation. No matter where you look, business is always there!

You will explore the activities of business and the reasons for success or failure, with particular emphasis on:

- Starting a Business Enterprise
- The procedures put in place for achievement of aims and objectives
- The importance and relevance of the integration of all functional areas – production, sales, marketing, finance, human resources, business growth
- Marketing and its importance for success
- The growth and importance of digital and e-business

Assessment

Three Units over 2 years:

- Unit 1 – Starting a Business – Examined at End of Year 11 – 40%
- Unit 2 – Developing a Business – Examined at End of Year 12 – 40%
- Unit 3 – Controlled Assessment – 20%

Career Progression

This course is an invaluable subject to guide students into the world of work. It can also aid those that wish to progress on to A Levels or even Apprenticeship schemes. Business Studies provides a gateway into the following careers:

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| • Entrepreneur | • Business Consultant |
| • Marketing Executive | • Human Resource Manager |
| • Accountant | • Civil Service |
| • Finance Consultant | • Cyber Security Expert |

And many more ...