

GCSE Business (1 Year Course)

The GCSE Business Course gives learners a more in-depth look into how business works, covering everything from small, home-run businesses to international corporations. The course will also cover a wide range of sectors and industries and will also take a look at the internal and external influences on business activities.

These are the core units:

Unit title and description	Assessment and duration	Weighing
Unit A291: Marketing and Enterprise Marketing- <ul style="list-style-type: none"> Market research and data collection Marketing in the wider business environment Enterprise- <ul style="list-style-type: none"> Enterprise and the entrepreneur The business plan 	Controlled assessment Up to 10 hours on research/ data collection Up to 6 hours writing a report Learners select one of two controlled assessment tasks	25%
Unit A292: Business and People The structure of business activity- <ul style="list-style-type: none"> The need for business activity Business ownership, trading organisations, growth and location The workforce in business- <ul style="list-style-type: none"> Employment and retention Organisation and communication 	Written examination 1 hour The question paper consists of compulsory short-answer data-response questions	25%
Unit A293: Production, Finance and the External Business Environment Using and managing resources to produce goods and services- <ul style="list-style-type: none"> Types of production methods Management and control of production Production costs Financial information and decision making- <ul style="list-style-type: none"> Sources of finance Financial forecasting and analysis External influences on business activity- <ul style="list-style-type: none"> The competitive environment Environmental influences and business ethics Government and the UK economy Globalisation and UK business 	Written examination 1 hour and 30 minutes This question paper consists of compulsory questions based on the pre-released case- study stimulus material	50%

How is the course assessed?

The GCSE Business Studies course is assessed through 2 written examination papers worth 75% of the overall course grade. The remaining 25% is awarded through the completion of a controlled assessment activity based on research and report writing.

Business courses provide students with various skills that employers desire including —communication, presentation, team working, leadership, research and report writing whilst working to deadlines. Following Lees Brook, Derby College offer Level 3 Business courses as a BTEC (coursework focused) or as AS/A Levels (examination assessment focus). There are also many other providers offering Level 3 Business courses. Students can also study a range of Business and Management courses at all universities providing an ideal grounding for many careers which might include: Banking and Finance, Marketing and Advertising, Property Development and Automotive Dealership Management, or even setting up your own business.

“I chose this subject as it is a professional subject, which is well recognised at College and in the work place. The core units are interesting and fun and the course is good for developing key employability skills which will help in your career”

Please see Mr Kershaw or Miss Walmsley for more informa-



The Skills Academy

