



## Why study Business Studies?

Business Studies is about the world in which we live. Business affects all our daily lives, be it as a customer, a taxpayer and a local resident or through employment. Businesses make and provide everything we own, create wealth, provide jobs and pay taxes. They may also pollute, add to congestion, use up resources, receive government funding, make people redundant or make demands of their employees that might be considered unreasonable. This course helps you develop an awareness and understanding of the world of business and its interactions with people and organisations that are affected by it.

**Exam Board:****edexcel**

## Overview of course content (specification code: 1BS0)

### Themes Studied

Within this course, you will look at two themes (which contain five topics in each):

#### 1. Investigating Small Business

**Topic 1.1 Enterprise and Entrepreneurship** - you will be introduced to the dynamic nature of business. You will also explore the impact of risk and reward on business activity and the role of entrepreneurship

**Topic 1.2 Spotting a Business Opportunity** - you will explore how new and small businesses recognise opportunities through understanding needs and conducting market research. You will also focus on understanding the competition

**Topic 1.3 Putting a Business Idea into Practice** - this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects

**Topic 1.4 Making the Business Effective** - you will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan

**Topic 1.5 Understanding External Influences on Business** - you will be introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, the economy and legislation. You will also look into how businesses respond to these influences.

#### 2. Building a Business

**Topic 2.1 Growing the Business** - you will be introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored

**Topic 2.2 Making Marketing Decisions** - you will explore how each element of marketing mix is managed and used to inform and make business decisions in a competitive marketplace

**Topic 2.3 Making Operational Decisions** - this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes

**Topic 2.4 Making Financial Decisions** - you will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information

**Topic 2.5 Making Human Resource Decisions** - growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.

### Examination

Examination	% of GCSE
<b>Paper 1: Investigating Small Business</b>  This paper is divided into three sections: <ul style="list-style-type: none"><li>• Section A: 35 marks</li><li>• Section B: 30 marks</li><li>• Section C: 25 marks</li></ul> These three sections will consist of calculations, multiple-choice, short-answer and extended-writing questions.  Exam duration: 1 hour 45 minutes (90 marks)	50%
<b>Paper 2: Building a Business</b>  This paper is divided into three sections: <ul style="list-style-type: none"><li>• Section A: 35 marks</li><li>• Section B: 30 marks</li><li>• Section C: 25 marks</li></ul> These three sections will consist of calculations, multiple-choice, short-answer and extended-writing questions.  Exam duration: 1 hour 45 minutes (90 marks)	50%



If you have any questions, please contact:  
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