

BUSINESS [Edexcel 1BS0]

This is an exciting new course starting in September 2017.

What will I learn?

You'll start by exploring the world of small businesses through the lens of an entrepreneur. How and why do business ideas come about? What makes a successful business? You'll learn how to develop an idea, spot an opportunity and turn it into a successful business. You will understand how to make a business effective, manage money and see how the world around us affects small businesses and all the people involved.

Then you'll move on to investigating business growth. How does a business develop beyond the start-up phase? You'll learn about key business concepts and issues and decisions you need to make when growing a business and working in a global business. You'll learn about meeting customer needs, making marketing, operational, financial and human resourcing decisions and you'll explore how the wider world impacts the business as it grows.

The main areas covered include:

Theme 1: Investigating small business – enterprise and entrepreneurship; spotting a business opportunity; putting a business idea into practice; making the business effective; understanding external influences on business.

Theme 2: Building a business – growing the business; making marketing decisions; making operational decisions; making financial decisions; making human resource decisions

Is this the right subject for me?

If you enjoy:

- communicating and explaining your ideas
- thinking creatively and making decisions
- working with numbers to solve business problems
- learning about the world of business through real and relevant local and international brands

then the GCSE Business course is the right subject for you.

How is the course assessed?

The course is assessed by two externally marked papers. There is no coursework.

What can I go on to do next?

This course will provide an excellent preparation to study either Business or Economics in the Sixth Form.