

## GCSE Business Studies

GCSE Business Studies is a very popular subject at Pittville. We have almost 150 students who study the EDUQAS syllabus. The focus of their study is on 'the world of business' from little independent cafes to large multinational companies like CocaCola. All students then sit a 2 exams at the end of their two years of study.

### Home Learning:

Pupil will be set homework once every week, it is important that such deadlines are met and homework is completed to a high standard.

Helpful websites:

- BBC Bitesize revision  
<http://www.bbc.co.uk/education/subjects/zpsvr82>
- Business Studies online - specific to WJEC  
[http://www.businessstudiesonline.co.uk/live/index.php?option=com\\_content&view=article&id=24&Itemid=17](http://www.businessstudiesonline.co.uk/live/index.php?option=com_content&view=article&id=24&Itemid=17)

**Family discussions** can be really important:

- Local news/local business activity/government changes that affect the family for example:
  - If interest rates increase - will that affect the family?
  - Should we stay in Europe?
  - Why don't we use the EURO?
  - What documents are needed when applying for a job? are references important?
  - Tax allowances increase - how does that affect the family? Why do we pay tax?
  - How has COVID affected small and large businesses?
  - What does 'being made redundant' mean, why would a business do this?
  - Why at Christmas are mincepies more expensive?

**Watch:** The Apprentice/Dragons Den/local and national news reporting

**Read:** newspapers/news website e.g. [www.bbc.co.uk](http://www.bbc.co.uk)

**Areas of study**

### Year 10

<b>Business Framework</b>
Why and how businesses start
Functions of the entrepreneur
Stakeholders. Private & Public Sectors
Business Ownership
Business Objectives
Businesses & their customers
<b>Marketing</b>
Market Research
Market Segmentation

Product Life Cycle
Marketing Mix
Product
Price
Promotion
Place
Marketing constraints
<b>Producing goods &amp; services</b>
Business location
Job, Batch & Flow. Stock Control
Quality Control
Functional Departments
Costs & Break-Even Analysis
Business Growth
Economies of Scale
Businesses remaining small
<b>International Trade</b>
Multinationals & the global market
EU & single currency
<b>Human Resources</b>
Recruitment Process
Training
Roles/Responsibilities of employers
Trade Unions
Organisation Charts

### **Year 11**

Communication methods
Management styles
Leadership
Motivation
Payslips
<b>Finance &amp; Control</b>
Sources of Finance
Cash Flow
Ratios
<b>The External Environment</b>
Competition
Macro-economic factors
Government Legislation
ICT and Technology