

GCSE Business Studies

GCSE Business Studies is a very popular subject at Pittville. In both Years 10 and 11 we have almost 60 students who study the WJEC syllabus. This specification involves all students completing a piece of controlled assessment work in year 11, either on identifying a gap in the local area for a business of their choice or analysing the marketing campaigns of different companies. The controlled assessment accounts for 25% of the overall mark. All students then sit a 2 hour exam at the end of Year 11 which is worth 75% of their overall mark.

Home Learning:

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

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?

Watch: The Apprentice/Dragons Den/local and national news reports

Read: newspapers/news website e.g. www.bbc.co.uk

Areas of Study

Year 10

Business Framework	Marketing constraints
Why and how businesses start	Producing goods & services
Functions of the entrepreneur	Business location
Stakeholders. Private & Public Sectors	Job, Batch & Flow. Stock Control
Business Ownership	Quality Control
Business Objectives	Functional Departments
Businesses & their customers	Costs & Break-Even Analysis
Marketing	Business Growth
Market Research	Economies of Scale
Market Segmentation	Businesses remaining small
Product Life Cycle	International Trade
Marketing Mix	Multinationals & the global market
Product	EU & single currency
Price	Human Resources
Promotion	Recruitment Process
Place	Training
Marketing constraints	Roles/Responsibilities of employers
Market Segmentation	Trade Unions
Product Life Cycle	Organisation Charts
Marketing Mix	Promotion
Product	Place
Price	

Year 11

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

