

# GCSE Business

## Why study Business

The GCSE in Business is highly enjoyable and designed to introduce you to the exciting fast moving world of Business. Taking GCSE Business is a challenging and rewarding learning experience, aiming to reflect the way in which business operates in a modern society. You will get a broad overview of the dynamics of business activity and how business decision-making is affected by, and responds to, the ever-changing market place and needs of consumers.

## What will you be learning?

The course essentially focuses on how the business world actually works and the key corporate functional areas of Marketing, Operations, Human Resource Management and Finance. You will also learn how the economic world outside the firm impacts on the firm in both positive and negative ways. We always try to make use of a lot of current corporate, financial and economic data in order to keep the subject as relevant as possible. You will also learn exactly why the products below are just so unbelievably successful other than the fact that they are absolutely great!!

## Method of Assessment

Unit 1 Investigating a Small Business	1 hr 30 mins Written Exam	50%
Unit 2 Building a Business	1 hr 30 mins Written Exam	50%

## What are lessons like?

We always try to make the lessons as interesting and informative as possible for you whilst also ensuring that they are fun with a wide variety of tasks and activities. We keep the lessons relevant to the current business world as possible. We use a wide range of different teaching strategies and we try to make the lessons interactive and centred around you.

## What can it lead to?

AS and A level Business. Much of the knowledge you gain will undoubtedly be invaluable to you in years to come.

## Want to know more?

Further information can be obtained from Mr J Kirpalani, Mrs C Harrison or Mr I Burnett.

