

## **BUSINESS STUDIES - Option**

**Examination Board: EDEXCEL**

### **Syllabus Content:**

This is a straight course in Business Studies. The topics are built up over the two years, taking the building blocks of business through from basic understanding to practical application. The benefits are that the intellectual and theoretical rigour of business is applied in a practical manner thus allowing effective application of theory in a real world environment.



### **Students will study:**

- The main challenges to the creation and running of a small business
- Enterprise skills
- The factors affecting a firm from outside influences
- The effects of competition
- The determination of price and its effects
- The effects of marketing on a business
- How to satisfy customers needs
- Effective financial management
- How to manage people

The course takes an active investigation approach, which means that you will analyse many different case studies and answer detailed questions on them. You will be expected to take a view on any findings you come up with and say what you think. During the course of your studies it will be likely that you will interview people involved in business and undertake significant primary and secondary research. Independence of learning will be also a key skills area that you will demonstrate in order to succeed.

### **Assessment:**

Assessment in Year 10 comprises Unit 1, a multiple choice and objective test questions and Unit 2, a controlled assessment task. Students use the content of Unit 1 to research, analyse and evaluate a task on enterprise issues. The Year 10 assessments lead to a half GCSE at the end of Year 10.

In Year 11 the assessment is by an examination comprising a mixture of multiple choice, short and extended answers and date response questions.

**For further information please contact Ms Z Beaumont, Mr P de Kort, Mr A Goodwin or Mrs K Hannay**