

GCSE Business Studies

HOLYROOD
ACADEMY

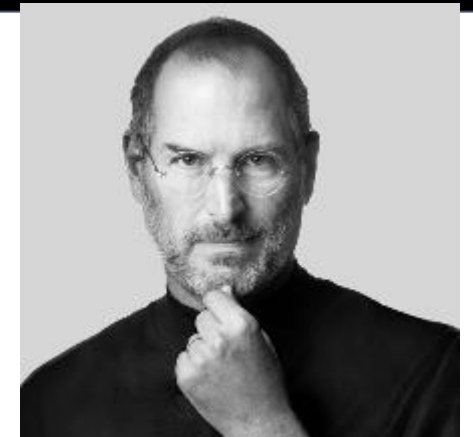
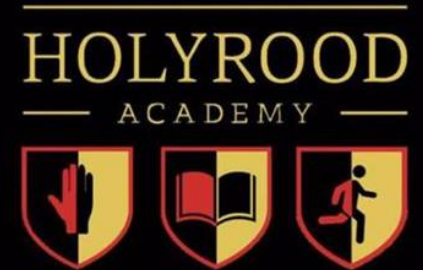


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Can you name these people? What did they create?



Overview of GCSE Business Studies

Paper 1: Investigating Small Businesses

- ★ Enterprise and entrepreneurship e.g. invention and innovation, risk and reward, entrepreneurs
- ★ Spotting a business opportunity e.g. Customer needs, market research, competition
- ★ Putting a business idea into practice e.g. aims and objectives, funding, break even, cash flow
- ★ Making the business effective e.g. ownership, business plans, marketing
- ★ Understanding external influences on business e.g. interest rates, the business cycle, technology

Paper 2: Building a Business

- ★ Growing the business e.g. growth, takeovers and mergers, globalisation, ethics.
- ★ Making marketing decisions e.g. price, product, place and promotion.
- ★ Making operational decisions .e.g. production, suppliers, quality, procurement.
- ★ Making financial decisions e.g. profit margins, ARR,
- ★ Making human resource decisions e.g. organisational structure, recruitment and training, motivation

Overview of GCSE Business Studies

- 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.

You must be prepared **to work through financial and mathematical calculations** and also **complete extended written answers**.

Paper 1: Investigating Small Businesses

Written exam, 90 minutes, 90 marks

50% of the total GCSE

Multiple Choice, calculation, short-answer and extended-writing questions.

There are 3 sections in the paper.

Each sections is ramped, starting with multiple choice questions, moving to shorter answer questions and ending with extended writing.

Sections B and C are based on real life, relevant business contexts and examples.

Paper 2: Building a Business

Written exam, 90 minutes, 90 marks

50% of the total GCSE

Multiple Choice, calculation, short-answer and extended-writing questions.

There are 3 sections in the paper.

Each sections is ramped, starting with multiple choice questions, moving to shorter answer questions and ending with extended writing.

Sections B and C are based on real life, relevant business contexts and examples.

Next steps

1

A Level Business

2

Vocational Level 3 Business
(e.g. BTEC)

3

Apprenticeship route

Next steps

- After this qualification you'll understand the world of business and have developed skills in:
 - making decisions and developing persuasive arguments
 - creative and practical problem solving, understanding data, finance and communication.
 - It's also a great step preparing you for further and higher education such as A levels and BTEC courses here at Holyrood.
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- Students from Holyrood Business have gone on to work for:



Any questions

You will have an opportunity to ask any questions you might have tomorrow night during the year 9 parents' evening.

Otherwise you can contact me via email
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