

Business Studies – Key Stage Four

AQA GCSE Business studies

Studying Business gives students the opportunity to look at real businesses from Chester Zoo to Subway. It will give students a good introduction to how businesses work, which will help students firstly with students work experience but also students plans after GCSE and students’ future career. Students will learn about a number of different aspects of business all of which students will find interesting and enjoyable.

Students will study 3 **units** over 2 years looking at a range of different topics including:

- What is an entrepreneur?
- Marketing – how businesses get us to buy their products
- Customer Service – how businesses keep their customers happy
- People in business – from employees to managers and their job roles
- Business Finance – how businesses make money and how they spend it.



How the course is structured:

<p>Year 10 – Term 1</p>	<p>Introductory unit: here students will learn about why and how people start a business. Students will learn about the skills they need and the risks and rewards of running a business.</p> <p>During this first term, students will take part in a mini-enterprise event to show the skills they have learned.</p>
<p>Term 2 -</p>	<p>Students will start to learn the various topics included in a GCSE business course; these include; marketing, finance and human resources.</p> <p>Students will also start to develop the technical skills needed to answer examination questions.</p>
<p>Term 3 -</p>	<p>Controlled assessment – students will complete their controlled assessment with accounts for 25% of their final GCSE grade. They will be encouraged to carry out primary and secondary research on a small business of their choice in order to complete their controlled assignment.</p> <p>In the final weeks of the term students will visit a larger business to see how they deal with issues that all businesses have to face. This is to prepare students for year 11 when they will study larger businesses. Visits include; Chester Zoo and Cadbury World</p>

Recommended texts or websites to support learning:

Business Review magazine

BBC News business

Tutor2u.net

BBC Bitesize, textbook or website