

GCSE Subject Choice

Subject Information for students:

Subject: Business Studies

What the subject is about:

The subject content is divided into five topic areas: Business Aims, Types and Organisation, Human Resources, Production, Marketing and Finance and Accounting. The subject is an enjoyable introduction to the complexities of the business world and is a good basis for pupils wishing to continue the subject to a higher level. There is a large practical element to the course with students being required to give presentations and produce reports using ICT. Business Studies is a “living” subject and pupils will have an opportunity to consider many of the economic issues (use of scarce resources, growth of big business, fair employment etc.) facing our economy.

Course content and assessment schedule:

| Paper | Duration | % of total | Content |
|-------|----------|------------|---|
| 1 | 1.5 hrs | 30% | Questions based on pre seen case study (available in March). The case study will be based on a “real” business and pupils will be expected to use their business knowledge. |
| 2 | 2 hrs | 50% | 4 multi part questions |
| 3 | | 20% | 1 internally assessed assignment (2500 words). This will consist of pupils researching the market for a new product, collecting data and producing a final report. |

Attributes needed to succeed in the course

- The ability to distinguish fact from opinion.
- The ability to interpret financial information in a variety of formats
- The ability to present financial and non financial information in different formats
- The ability to analyse information and make judgements
- The ability to meet deadlines.