

Business Studies GCSE

What is GCSE Business Studies all about?

Business Studies will be new to you in Key Stage 4 but you will be very familiar with many key terms and ideas through TV programmes such as Dragons Den and The Apprentice. You will investigate how businesses are set up, how they expand, why they sometimes fail and how they adapt to a changing environment. We look at how different businesses market their products, how they organise and treat their workers and whether they behave ethically. Throughout the course we will use real businesses as examples to help you learn new topics such as how Lidl and Aldi have affected the grocery market or how Amazon and ASOS have embraced e-commerce.

The six topic areas are:

Business Activity - e.g. entrepreneurship and legal structures

Influences - such as changing technology, new competition and BREXIT

Business Operations - e.g. efficiency and the different methods of production

Finance - e.g. how to raise enough money to start up or expand into China

Marketing - i.e. how do businesses persuade us to buy their products?

Human Resources - including training and motivational techniques

What could I do next with GCSE Business Studies?

A good grade at GCSE will help you move on to any A level course. If you enjoyed your Business Studies GCSE, you might want to continue with Business Studies at A level or study a related area such as Economics.

What other skills might I develop?

You will learn how to research information from a range of sources and present it in a variety of ways. You can get experience of using data, statistics and ICT software such as word processing and spread sheets. You will acquire skills, knowledge and understanding that will be highly valued by employers and will be useful in the world of work. A GCSE in Business Studies is a stepping stone to a whole range of future opportunities.



Contact: Mr P Bowes, Curriculum Team Leader for Social Studies, Business Studies and Economics