



Overview	A GCSE in Business Studies allows students to understand more about the business world and motivates and challenges students, preparing them to make informed decisions about further study and career pathways. Amongst other topics, you will learn about planning, finance, marketing and economics and discover some of the methods and techniques used to analyse an organisation's performance.
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Autumn Term	<p>Influences on Business</p> <p>The importance of external influences on business and how businesses change in response to these influences. Students need to be aware of the impact influences on business have on the four functional areas of business: Business operations Human resources Marketing Finance. Students learn about the following concepts:</p> <ul style="list-style-type: none"> ■ Technology ■ Ethics and the environment ■ Globalisation ■ The Economy ■ Legislation ■ The competitive Environments 	Assessment
		<p>End of unit assessment, including the following:</p> <p>Section A has multiple choice questions and short answer questions.</p> <p>Section B has one case study/data response stimuli with questions</p> <p>Section C has one case study/data response stimuli with questions</p>

Spring Term	<p>Marketing</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout. The purpose of marketing, its role within business and how it influences business activity. Students learn about the following concepts:</p> <ul style="list-style-type: none"> ■ Identifying and understanding customers ■ Market segmentation ■ Market Research ■ The marketing mix <p>Finance</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout. The purpose of the finance function, its role within business and how it influences business activity. Students learn about the following financial concepts:</p> <ul style="list-style-type: none"> ■ Analysing the performance of a business 	Assessment
		<p>End of unit assessment, including the following:</p> <p>Section A has multiple choice questions and short answer questions.</p> <p>Section B has one case study/data response stimuli with questions</p> <p>Section C has one case study/data response stimuli with questions</p>

Summer Term	External Examination preparation and revision:	External Assessment
	<p>Paper 1:</p> <ul style="list-style-type: none"> ■ Business in the real world ■ Influences on business ■ Business operations ■ Human resources <p>Paper 2:</p> <ul style="list-style-type: none"> ■ Business in the real world ■ Influences on business ■ Marketing ■ Finance 	<p>Both papers are 1 hour 45 minutes and contain the following:</p> <ul style="list-style-type: none"> ■ Section A has multiple choice questions and short answer questions worth 20 marks. ■ Section B has one case study/data response stimuli with questions worth approximately 34 marks. ■ Section C has one case study/data response stimuli with questions worth approximately 36 marks.

Useful Resources for Supporting Your Child at Home:	Homework:
<p>Seneca Free Homework & Revision for A Level, GCSE, KS3 & KS2 (senecalearning.com) Tutor 2 U Teaching and Learning Support for A-Level, GCSE, BTEC and T-Levels tutor2u GCSEPod GCSE Learning and Revision GCSEPod Text Book [PDF/ePub] Ebook Hodder AQA GCSE (9-1) Business 3rd Edition - interesEdu.com Revision Guides GCSE Revision Guides CGP Books</p>	<p>Work will be set each week each fortnight on teams</p>