



PEMBROKE  
A PRIORY ACADEMY

# AQA GCSE Business Studies



## Why should I study GCSE Business?



GCSE Business gives students the opportunity to explore real business issues and how businesses work, while considering the practical application of business concepts. The course provides opportunities to explore theories and concepts in the most relevant way, through the context of events in the business and economic world.

## What will I study?



**Unit 1: Business in the Real World** : This unit investigates the purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.

**Unit 2: Influences on Business**: In this unit you will look at the importance of external influences on business and how businesses change in response to these influences.

**Unit 3 : Business Operations**: This unit introduces you to the interdependent nature of business operations and production.

**Unit 4: Human resources**: This unit allows you to explore the recruitment process and understand how businesses motivate and train staff.

**Unit 5: Marketing**: In this unit you will investigate the marketing mix and the importance of how advertising products and services in the correct way for the relevant markets.

**Unit 6: Finance**: This unit allows you to understand the different financial calculations and documents businesses must produce in order to be viable.

## How will I be assessed?



Students will complete 2 examinations at the end of the course (summer of Year 11)

Paper 1: Influences of operations and HRM on business activity. 1 hour 45 minutes. This paper is worth 50% of the GCSE

Paper 2: Influences of marketing and finance on business activity. 1 hour 45 minutes. This paper is worth 50% of the GCSE

## Which skills will I develop and use?



This course will help you develop the following skills:

- Creative thinking
- Reflective learning
- Independent enquirer
- Team working
- Effective participation
- Self management

## How will I be able to use this subject in my future career?



This course leads to a GCSE qualification in Business and allows learners to progress to a wide variety of college and A level courses including Business A level, and BTEC level 3 courses in Business and Marketing. It also **equips learners with the ability to better understand a business environment and working world.**