

<b>Course title: GCSE Business</b>
<b>Qualification:</b> GCSE Business <b>Qan Code:</b> 603/0295/1
<b>Level of course:</b> Pupils must be strong & confident in English to succeed in GCSE Business studies
<b>Assessment Methods:</b>  <b>Business 1: business activity, marketing and people</b> 1 Hour 30 Minutes examination. <b>Business 2: operations, finance and influences on business</b> 1 Hour 30 Minutes examination.
<b>Course content:</b> In Y10 you will explore the purpose and role of a business from spotting an opportunity through to the growth of an established business. You will learn about marketing and look at different types of strategies companies use to advertise to their target audiences. You might visit Cadbury World to look at their marketing strategies and how they advertise their chocolates to different groups of people. You will then learn about Human Resources within business and how companies hire and fire people; if you like 'The Apprentice' you will enjoy this unit.  In Y11 you will learn about operations of large businesses which include production methods, quality control and customer service. You will then do the finance unit where you will look at share prices, costs of running businesses and look at financial documents business have to create.
<b>Skills you need:</b> An enthusiasm to learn about how different businesses operate is key to the success of this course. You need to be prepared to work hard and will be required to do some independent learning to achieve a rewarding GCSE.  <b>Skills you will acquire:</b> <ul style="list-style-type: none"> <li>• Learn how businesses market their products.</li> <li>• Be able to calculate finances required to run a business.</li> <li>• Being able to apply knowledge to case studies.</li> <li>• Improve thinking skills.</li> <li>• Improve problem solving skills.</li> <li>• Improve communication and presentation skills</li> </ul>
<b>Progression routes and linked careers:</b> Businesses are part of our everyday lives; knowledge of how and why they operate is increasingly relevant to all students as you aim to enter the world of work. Student who have studied GCSE Business have often gone on to study: A Level/ BTEC Business Studies; A level accountancy, law, economics.  Possible linked careers include: Marketing; Communication; Customer Service; Accountancy; Management; Banking or Law
<b>Other information:</b> Business offers students the opportunity to develop their business skills by offering enterprise activities. Pupils are given the opportunity to join the Young Enterprise Programme where they work with business experts to set up their own business.
<b>Any questions see:</b> Mrs Ejaz(AEjaz@levenshulmehigh.co.uk or Miss Downey(NDowney@levenshulmehigh.co.uk