



# GCSE Business Studies – Year 10

## Curriculum Intent

The Business Studies department strive to deliver a well organised vocational business course which suits students who prefer applied learning. We intend students to become knowledgeable business analysts, who have an entrepreneurial flair and ability to apply theory to a range of business scenarios.

The department aim to bring theory to life and use contemporary, international issues and case studies to translate theory to context. The core functions of businesses are addressed including Finance, Marketing, Operations and Human Resource Management.

*“Great companies start because their owners want to change the world, not make a fast buck” Guy Kawasaki*

Students will learn:-

Key Concepts:

- The purpose of businesses & enterprise
- Dynamic Business & Industry Sectors
- Business Ownership
- Setting Business Aims and Objectives
- Stakeholders
- Ethics, environment considerations
- Business Location
- Business Planning
- Profitability
- Breakeven
- Cash Flow
- Balance Sheets
- Ratio Analysis
- Financial statement analysis
- Investment appraisal
- Sources of finance
- Production processes
- Technology in production
- Procurement
- Quality Management
- Legislation
- Customer Service
- Economies of scale

## Knowledge, understanding & Skills

**Knowledge** - sound understanding of the business functions and human resource management

**Application** - sustained ability to apply theory to practice with research skills

**Analysis** - ability to develop chains of reasoning to develop a point of view

**Evaluation** - thoughtful evaluation skills to consider the appropriateness of business strategy in context, whilst considering a range of alternatives

**Debate and communication skills** - confident debate and communication skills using examples business case studies

**Examination technique** – confident with exam structure and timings

## How can you enhance your learning at home?

- CPG AQA GCSE Business Revision workbook
- Financial Times – free mobile app subscription (see student shared drive for instructions)
- Economist – free mobile app subscription (See student shared drive for instructions)
- School library Business/ Economics novel section
- Tutor2u
- Exam board website for past papers
- BBC Bitesize

## What does excellence look like?

Students have grasped the core functions of business and the need for planning to ensure synchronised business strategies

Students are independent thinkers and can describe the strategy and purpose of a particular business

Students have developed business acumen, in their written and oral abilities





## International Opportunities

### Visits Programmes

Our international visits programme allows students to explore theoretical aspects of the business course in a real life setting. This is through not only their every day interactions but also through discussions with exchange partners. In particular they have the opportunity to explore differing attitudes to business cultures and ideas in an international setting which will improve their analytical and evaluative skills.

### Within the curriculum

Stakeholders – how these may differ in line with different international economies

Ethics – The business organisation’s treatment of internal and external stakeholders

Investment – and the disparity of investment opportunities between the developed and developing world.

### Wider Reading

Free Financial Times access: <https://www.ft.com/corp-signup/join?token=620c8816-ba8c-4ff5-bd3a-e231347d9656>

Free “The Economist” app access:  
[www.economicsonline.co.uk](http://www.economicsonline.co.uk)

### Extra Challenge:

“No Logo” – Naomi Klein

“Screw Business as usual” – Richard Branson

“The almighty dollar” – Dharshini David

“A world without work” – Daniel Susskind



### How will we assess impact?

Our teaching will encourage the development and refinement of key evaluative and analytical skills; acquiring knowledge, analysing an argument, extended writing, evaluating sources.

These skills will provide the foundation for all future learning and continued interest in business related issues.

They will be assessed predominately through ongoing assignments, feedback from draft submissions and full past paper PPE examinations before the external unit examinations.

*“All businesses need to be young forever”*

**Jeff Bezos**