

Business Studies

Course Type: GCSE

Course Leader: Mr Seale

Topics covered:

Business activity, marketing and people

You will be introduced to business concepts and issues concerning the activities of a business. You will explore the purpose and role of a business from spotting an opportunity through to the growth of an established business, as well as looking at the role of marketing and human resources.

Operations, finance and influences on business

You will take a closer look at the role of operations and finance in business activity. Operations include production processes, quality of goods and services, customer service, and working with suppliers. We also cover finance and its role, its sources, costs, profit and loss, cash and cash flow. You will also explore how business responds to external influences, such as ethical and environmental considerations, the economic climate and globalisation.

How is this subject examined:

Two exams at the end of Year 11, which are weighted at 50% each.

Career Opportunities:

Finance, Management - Commerce - Sales - Product Management - Investment and Marketing.

