



**CHELSEA  
ACADEMY**

*Anchored in Christ*

# **GCSE Business Studies Handbook**



<b>Contents</b>	<b>Page</b>
Course Summary	3
Year Planner	4
Year 10 Business Studies	4-5
Year 11 Business Studies	5-6
Rules and Expectations	7
Resources and Reading	8
Extended Curriculum and Future Pathways	11
Deadlines and Exams	12
Things to do and see	12
Assessment of Your Work	14
Ten Ways to Improve Evaluation Skills and Marks in Business Studies	15
Glossary	17

## **Course Summary**

Examining Board: Edexcel

### **Theme 1: Investigating small business (\*Paper code: 1BS0/01)**

Written examination: 1 hour and 30 minutes

50% of the qualification

90 marks

#### **Content overview**

- Topic 1.1 Enterprise and entrepreneurship
- Topic 1.2 Spotting a business opportunity
- Topic 1.3 Putting a business idea into practice
- Topic 1.4 Making the business effective
- Topic 1.5 Understanding external influences on business

#### **Assessment overview**

The paper is divided into three sections:

Section A: 35 marks

Section B: 30 marks

Section C: 25 marks.

The paper will consist of calculations, multiple-choice, short-answer and extended-writing questions.

Questions in Sections B and C will be based on business contexts given in the paper.

Calculators may be used in the examination. Information on the use of calculators during the examinations for this qualification can be found in Appendix 4: Calculators.

## **Theme 2: Building a business (Paper code: 1BS0/02)**

Written examination: 1 hour and 30 minutes

50% of the qualification

90 marks

### **Content overview**

- Topic 2.1 Growing the business
- Topic 2.2 Making marketing decisions
- Topic 2.3 Making operational decisions
- Topic 2.4 Making financial decisions
- Topic 2.5 Making human resource decisions

### **Assessment overview**

The paper is divided into three sections:

Section A: 35 marks

Section B: 30 marks

Section C: 25 marks.

The paper will consist of calculations, multiple-choice, short-answer and extended-writing questions.

Questions in Sections B and C will be based on business contexts given in the paper.

Calculators may be used in the examination. Information on the use of calculators during the examinations for this qualification can be found in Appendix 4: Calculators.

## Year Planner

### Year 10 Business Studies

	<b>Autumn Half Term 1</b>	<b>Autumn Half Term 2</b>
<p>Topic 1.1 Enterprise and entrepreneurship</p> <p>Topic 1.2 Spotting a business opportunity</p>	<p>1.1.1 The dynamic nature of business</p> <p>1.1.2 Risk and reward</p> <p>1.1.3 The role of business enterprise</p> <p>End of Topic and half term assessments</p>	<p>1.2.1 Customer needs</p> <p>1.2.2 Market research</p> <p>1.2.3 Market segmentation</p> <p>1.2.4 The competitive environment</p> <p>Recap topic 1</p> <p>End of Topic and half term assessments</p>
	<b>Spring Half Term 1</b>	<b>Spring Half Term 2</b>
<p>Topic 1.3 Putting a business idea into practice</p> <p>Topic 1.4 Making the business effective</p>	<p>1.3.1 Business aims and objectives</p> <p>1.3.2 Business revenues, costs and profits</p> <p>1.3.3 Cash and cash-flow</p> <p>1.3.4 Sources of business finance</p> <p>Recap topic 2</p> <p>End of Topic and half term assessments</p>	<p>1.4.1 The options for start-up and small businesses</p> <p>1.4.2 Business location</p> <p>1.4.3 The marketing mix</p> <p>1.4.4 Business plans</p> <p>Recap topic 3</p> <p>End of Topic and half term assessments</p>
	<b>Summer Half Term 1</b>	<b>Summer Half Term 2</b>

Topic 1.5 Understanding external influences on business	1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business Recap topic 4 End of Topic and half term assessments	1.5.4 The economy and business 1.5.5 External Recap topic 5 End of Year assessments
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### Year 11 Business Studies

	Autumn Half Term 1	Autumn Half Term 2
Topic 2.1 Growing the business  Topic 2.2 Making marketing decisions	2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalization End of Topic and half term assessments	2.1.4 Ethics, the environment and business 2.2.1 Product 2.2.2 Price 2.2.3 Promotion Mock exams in January and end of topic assessments end of half term
	Spring Half Term 1	Spring Half Term 2
Topic 2.3 Making operational decisions  Topic 2.4 Making financial decisions	2.2.4 Place 2.2.5 Using the marketing mix to make business decisions 2.3.1 Business operations End of Topic and half term assessments	2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process 2.4.1 Business calculations 2.4.2 Understanding business performance

	<b>Summer Half Term 1</b>	<b>Summer Half Term 2</b>
Topic 2.5 Making human resource decisions	2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation End of Topic and half term assessments	Revisit old topics to consolidate learning Revisit old topics Revision and exam preparation. GCSE Examinations

## Rules and Expectations

### The Course and You

As with everything else in life: ***you get out what you put in***. We hope that you will enjoy your studies and if you follow these guidelines you will be given responsibility and rewarded for your hard work:

<b>Course Title</b>	GCSE Business Studies
<b>Start Date</b>	5 <sup>th</sup> September 2017
<b>Duties</b>	Your duties as an GCSE Student will include but not be limited to: <ol style="list-style-type: none"><li>1. <b>Attend</b> all Business Studies lessons</li><li>2. <b>Be on time</b> to all lessons</li><li>3. Set <b>independent goals</b> with your teacher and review them every half term/topic</li><li>4. Complete and hand in all <b>independent learning/assessments</b> on time</li><li>5. Be silent and <b>listen to the teacher</b> when they are speaking</li><li>6. Be silent and <b>listen to your peers</b> when they are speaking</li><li>7. <b>Respect</b> all fellow class members and the teacher</li><li>8. Act in a <b>professional manner</b> at all times</li><li>9. <b>Participate</b> in ALL classroom activities</li><li>10. Participate in all types of <b>independent and group work</b></li><li>11. Take responsibility of <b>completing all unfinished work</b> in your own time</li><li>12. Act as a <b>role model</b> for all students in the room and in the department.</li><li>13. <b>MEET ALL DEADLINES!</b></li></ol>
<b>Class rooms</b>	Class <b>101/105</b> at Chelsea Academy, Lots Road, London SW10 0AB
<b>Hours of Work per week</b>	5 hours of class time per week A minimum of 5 hours independent learning per week



<b>Behaviour Policy and Character of the Business classroom</b>	<p>The classroom is a professional environment set within the Christian ethos of Chelsea Academy. As a GCSE student you will be required to follow the Christian character of the Academy. Furthermore, your behaviour must be professional at all times:</p> <ol style="list-style-type: none"><li>1. Always use professional language and economic terms.</li><li>2. Always treat each other with respect</li><li>3. Enter your “work place” in a calm and mature fashion ready to learn</li></ol>
<b>Sickness/Absence</b>	<p>If you are absent for any lessons, you are required to catch up on all missed work in your own time and email in any work to meet deadlines.</p>

## **Resources and Reading**

### **Google Drive lesson presentations and worksheets**

If you are absent or cannot attend a lesson for any other reason, or even if you just need to go back over the activities from a lesson, all of the presentations you see on the interactive whiteboard in class are uploaded to Google Drive in a student-friendly version.

### **This course handbook**

At the back of this course handbook, you have all of the vocabulary lists for the three year GCSE. Fill these in as you go along, and make sure you know as many of the words as possible before the final exams.

This handbook also gives you a definitive guide to what you need to do to get an A\* with examples of how to evaluate and critically reflect.

### **Revision guide**

During the course, you will be issued with a revision guide, which includes useful tips and strategies to help revise for exams or controlled assessments in all four skill areas (listening, reading, speaking, writing).

### **BBC Business New**

This will have up to date and relevant business news which you can apply to your courses, exams and lessons. Check it as often as you can. - <http://www.bbc.co.uk/news/business>

### **Dictionaries**

There are dictionaries available in every MFL room, as well as in the LRC. It is vital that you get into the habit of looking up and listing words that you do not know as soon as you begin the course. Ideally, you will buy a dictionary for use at home.

## Past papers and specimen papers

<http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-studies-2130/past-papers-and-mark-schemes>

A select range of past exam papers and specimen papers are available to download for free on the AQA website. Mark schemes are also available.

**YouTube** - [www.youtube.com](http://www.youtube.com)

Search “Current affairs” or watch videos on certain areas of interest within the economy. This will help your application skills and evaluation by using the theory and applying it to real world scenarios.

## Useful Resources and Reading

### Theme 1 Resources List:

Reference code	Author	Title	Publisher	ISBN
Marcouse 91	Marcouse I.,	Edexcel GCSE 9-1 Business 2nd Edn	Hodder and Stoughton 2017	9781471899355
Worksheet	Marcouse I.,	100 A-Z Business Worksheet for Edexcel GCSE 9-1	A-Z Business Training Ltd. 2017 See <a href="http://www.a-zbusinessstraining.com">www.a-zbusinessstraining.com</a>	
Pearson	Coupland-Smith et a	Edexcel GCSE Business 91	Pearson 2017	9781292179841
Exams Packs	Marcouse I.,	A-Z Business Exam Packs for Edexcel GCSE 9-1	A-Z Business Training Ltd. 2017	

### Other useful resources available from:

**A-Z Business Training Ltd** publishes ‘eBus’ 8 times a year. This targets the Edexcel 9-1 GCSE specifically – and is completely free for 2017/18 and 2018/19. Contact Ian Marcouse at [marcouse@btopenworld.com](mailto:marcouse@btopenworld.com) 3 Rayleigh Road, London SW19 3RE

**Business Review**, Hodder Education, Carmelite House, 50 Victoria Embankment, London, EC4Y 0DZ.

Email: [subscriptions@bookpoint.co.uk](mailto:subscriptions@bookpoint.co.uk). Tel: +44 (0)1235 827827 and ask for magazine subscriptions

**Businessstudiesonline.com** has a range of quick tasks for students. It’s worth a look, e.g. for online exercises on break-even analysis

**Tutor2**, at [www.tutor2u.net](http://www.tutor2u.net). Wide range of online materials

**TV Choice Ltd**, Dept BA, 22 Charing Cross Road, London, WC2H 0HR Tel: 020 7379 0873

Please note: updated versions of this Scheme of Work will be provided as part of ‘eBus’ from **A-Z Business Training Ltd**. ‘eBus’ is completely free for 2017/18 and 2018/19. Contact Ian Marcouse at [marcouse@btopenworld.com](mailto:marcouse@btopenworld.com)

## Theme 2 Resources List:

Reference code	Author	Title	Publisher	ISBN
Marcouse 91	Marcouse I.,	Edexcel GCSE 9-1 Business 2nd Edn	Hodder and Stoughton 2017	9781471899355
Worksheet	Marcouse I.,	100 A-Z Business Worksheet for Edexcel GCSE 9-1	A-Z Business Training Ltd. 2017 See <a href="http://www.a-zbusinessstraining.com">www.a-zbusinessstraining.com</a>	
Pearson	Coupland-Smith et a	Edexcel GCSE Business 91	Pearson 2017	9781292179841
Exams Packs	Marcouse I.,	A-Z Business Exam Packs for Edexcel GCSE 9-1	A-Z Business Training Ltd. 2017	

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**Business Review**, Hodder Education, Carmelite House, 50 Victoria Embankment, London, EC4Y 0DZ. Email: [subscriptions@bookpoint.co.uk](mailto:subscriptions@bookpoint.co.uk). Tel: +44 (0)1235 827827 and ask for magazine subscriptions

**Businessstudiesonline.com** has a range of quick tasks for students. It's worth a look, e.g. for online exercises on break-even analysis

**Tutor2**, at [www.tutor2u.net](http://www.tutor2u.net). Wide range of online materials

**TV Choice Ltd**, Dept BA, 22 Charing Cross Road, London, WC2H 0HR. Tel: 020 7379 0873

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### **Extended Curriculum and Future Pathways**

#### **Extended curriculum opportunities:**

Students will be encouraged to take part in Tycoon in Schools. For further details, see the links below.

There will be visits to high profile business partners in their central London offices.

#### **Progression:**

If you'd like to study business, finance or management at university, A-level Business provides an excellent foundation. The skills you learn are also transferable across a broad range of subjects and careers. Whatever you choose to do. It is also the ideal course for any student who is interested in a career in the following professions: management consultancy, Trading, Analyst, Marketing, Teaching, Chartered account and so much more.

#### **Find out more:**

Type in this link to the internet to look at the full specification:

<http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-7131-7132>

You will find past papers here:

<http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-studies-2130/past-papers-and-mark-schemes>

Information on Tycoon in schools

<https://www.tycooninschools.com/about>

## **Why should you choose this subject?**

Choosing GCSE Business will enable you to:

- Actively engage in the study of business to develop as effective and independent learners and as critical and reflective thinkers with enquiring minds
- Use an enquiring, critical approach to distinguish between fact and opinion, build arguments and make informed judgements
- Apply your knowledge, understanding and skills to contemporary issues in a range of local, national and global contexts
- Understand the perspectives of a range of different stakeholders in relation to economic activity
- Consider the moral issues that arise as a result of the impact of economic activity on the environment and economic development
- Use your economic knowledge, understanding and skills to help you to understand current events and improve your understanding as a global citizen

## **Assessment Information**

- First assessment: May/June 2019.
- The assessment is 1 hour and 30 minutes.
- The assessment is out of 90 marks.
- Questions will relate to the content that appears in Theme 2 and students may draw on underpinning knowledge and understanding developed through Theme 1 as appropriate.
- The paper is divided into three sections. Section A: 35 marks Section B: 30 marks Section C: 25 marks.
- Students must answer all questions.
- The paper will consist of calculations, multiple-choice, short-answer and extended-writing questions.
- The paper will include questions that target mathematics at a minimum of Key Stage 3 level.
- Questions in Sections B and C will be based on business contexts given in the paper.
- Calculators may be used in the examination. Information on the use of calculators during the examinations for this qualification can be found in Appendix 4: Calculators.

## **Things to Do and See**

To support your GCSE business course, you should keep up to date with current affairs by reading relevant newspapers and watching the news – BBC News and The Guardian websites are very good for this. Tutor2u Business blog is also great to keep track of developments that relate to the course.

### **Visiting Other Organisations and Business Guest Speakers**

We normally try to visit other businesses or ask guest speakers to come and talk to you at key points in the term. Any ideas for these would be most welcome.

### **Grocers**

The Grocer Gold Awards is a food and drinks awards ceremony like no other. Glitz, prestige, the best in the business competing, topped off with an evening that promises an incredible atmosphere, and only the very best food and drink. It's not hard to see why The Grocer Gold Awards are recognised as the most glamorous and lavish event in the grocery calendar.

### **International Trips**

We will aim to organise one international trip in the transition between AS and A2. The destination will depend on the number of students and relevance to course criteria.

### **Cadbury Factory**

This trip relates to Marketing and Operations. It consists of a tour of the factory in Birmingham and then a range of business workshops.

### **Coca Cola Factory**

Look at the different functions of the organisation linking directly to your course.

## Assessment of Your Work

The following pages include information on how your work is assessed. They include the key Assessment Objectives for the course as well as the scheme of assessment used for marking your coursework. These are very useful documents that you should refer to when producing essays and revising for exams.

Assessment Objectives and QWC

### AO1 Demonstrate Knowledge and Understanding

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- Demonstrate knowledge and understanding of the specified content.

### AO2 Apply Knowledge and Understanding

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- Apply knowledge and understanding of the specified content to problems and issues arising from both familiar and unfamiliar situations.

### AO3 Analyse

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- Analyse economic problems and issues.

### AO4 Evaluate

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- Evaluate economic arguments and evidence, making informed judgements.



## Ten Ways to Improve Evaluation Skills and Marks in Business Studies

### What is evaluation?

Evaluation is about making **critical judgments** and coming to **reasoned conclusions** on the basis of the **evidence** that you have in front of you and the **wider knowledge** you can bring to a question.

Strong evaluative answers use **supporting evidence** to justify an argument. **Justifying** an argument carries more marks than making the argument since stating an argument is often a relatively simple task.

### Examples of command words in a question that require or invite evaluation

The command words within a question that definitely require evaluation include the following:

**Evaluate** – e.g. compare a number of possible views about an economic problem or an issue and come to a reasoned conclusion about which view holds most weight

E.g. evaluate the performance of the Bank of England in maintaining macroeconomic stability in recent years

**Assess** - analyse an economic issue and then weigh up the relative importance of different strands

E.g. assess the possible effects of a rise in the external value of the pound against the currencies of our major trading partners

**Do you think** – a question that invites a personal response to a question but where the highest marks are awarded for good analysis backed up with reasoned argument and supporting evidence.

E.g. Do you think that a national system of road pricing should be introduced for Britain's motorway network?

**Discuss** – a question that prompts you to provide and then compare a range of possible views about an issue or a problem.

E.g. discuss the advantages and disadvantages of introducing a national minimum wage into the UK labour market

**Criticise** analyse the problems facing UK manufacturing industry in today's global economy

**To what extent** – again a question that invites quite a broad analysis and discussion and in particular a judgement on the relative importance of something or the relative merits / de-merits of a policy

E.g. to what extent should the government run a high budget deficit as a way of stimulating growth during a recession?

## Ten Strategies for Improving Your Evaluation Skills in Data Response and Essay Questions

1. Make good use of your **final paragraph** – avoid repetition of points already made
2. Look for **key stem words** in the question – build your evaluation around this
3. Put an economic event, a trend, a policy into a **wider context**
4. Be familiar with different **schools of thought** e.g. free market versus government intervention
5. Be aware that a singular economic event **never happens in isolation** especially in a world where economies are so closely interconnected.
6. Question the **reliability of the data** you have been given (for the Unit 4 EU paper)
7. Draw on your **wider knowledge** to provide **supporting evidence and examples**
8. Consider both **short term and longer term consequences** (they are not always the same)
9. Consider both **positive and negative consequences**
10. Think about what might happen to your arguments if you **drop the “ceteris paribus” assumption**

## Good Evaluative Phrases to Use in an Exam

The following list is not meant to be exhaustive but it does provide examples of ‘words and phrases’ that candidates might find helpful to get them started in making judgements:

- However
- Hence
- Nevertheless
- Although
- It is likely that
- The tendency is
- But
- In retrospect
- With the benefit of hindsight
- On the other hand
- The data suggest that
- According to the article the writer argues that ..... but

## Glossary

You may not have studied Business before and a lot of the language and terms used in the subject may be new to you. It is very important that you keep a detailed glossary of all key terms. In the examination, you will be awarded marks on your use of terminology, so you must learn your key terms.

Write all new words on the following pages and make sure you bring your handbook with you to all lessons, so you can enter any new terms you come across. You should also do this when you are doing your independent learning and reading.

A	
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