

GCSE Business Studies Learning Journey



William Edwards School
"Inspirational learning with a strong sporting ethos"

Curriculum intent: The aim of the Business studies curriculum is to equip students with the appropriate knowledge and skills needed to develop their employability and identify business problems and opportunities.

FUTURE PATHWAY: Meets entry requirements for learners who want to progress to further education courses in business areas (A-Level Business, BTEC Level 3 Business/Enterprise) & then on to degree courses such as B.A(Hons): Business Management/Finance/Marketing. It can also support learners who want to progress directly to employment in any areas such as Finance, HR, Marketing, Production, Logistics etc.

Evaluate - 12 Marks
A decision needs to be made in this answer.
Use business context and 5 linked strands of development

Justify - 9 Marks
You will be given two choices/options. You can access most marks by just talking about one choice but to access top marks your answer must be balanced, have application to context and a conclusion.

Analyse - 6 Marks
Use context. An extended explain question. 5 linked strands of development.

KEY STAGE 5

Paper 1: Influences of operations and HRM on business activity
What's assessed
<ul style="list-style-type: none"> Business in the real world Influences on business Business operations Human resources
How it's assessed
<ul style="list-style-type: none"> Written exam: 1 hour 45 minutes 90 marks 50% of GCSE

Paper 2: Influences of marketing and finance on business activity
What's assessed
<ul style="list-style-type: none"> Business in the real world Influences on business Marketing Finance
How it's assessed
<ul style="list-style-type: none"> Written exam: 1 hour 45 minutes 90 marks 50% of GCSE

Questions
<ul style="list-style-type: none"> Section A has multiple choice questions and short answer questions worth 20 marks. Section B has one case study/data response stimuli with questions worth approximately 34 marks. Section C has one case study/data response stimuli with questions worth approximately 36 marks.

Questions
<ul style="list-style-type: none"> Section A has multiple choice questions and short answer questions worth 20 marks. Section B has one case study/data response stimuli with questions worth approximately 34 marks. Section C has one case study/data response stimuli with questions worth approximately 36 marks.



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