

# GCSE Business Studies

2017-2019



## General Information

### Description

AQA GCSE Business Studies is assessed through two written exams (1 hour 45 minutes each) covering the 6 topics outlined in green below.

## Topic Breakdown

### Year 10 - Term 1 - Business in the real world

- The purpose and nature of businesses
- Business ownership
- Setting business aims and objectives
- Stakeholders
- Business location
- Business planning
- Expanding a business

### Year 10 - Term 2 - Influences on business

- Technology
- Ethical and environmental considerations
- The economic climate on businesses
- Globalisation
- Legislation
- Competitive environment

### Year 10 - Term 3 - Human Resources

- Organisational structures
- Recruitment and selection

- Motivating employees
- Training

### Year 11 - Term 1 - Business operations

- Production processes
- The role of procurement
- The concept of quality
- Good customer services

### Year 11 - Term 2 - Marketing

- Identifying and understanding customers
- Segmentation
- Market research
- Marketing mix

### Year 11 - Term 3 - Finance

- Sources of finance
- Cash flow
- Financial terms and calculations
- Analysing the financial performance of a business

## Additional information

### Trips

Cadburys World

Drayton Manor Park

### Key Assessments

An assessment will take place at the end of each term, once each topic has been completed.

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## Details of the Final Assessments

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

## Contact Information

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