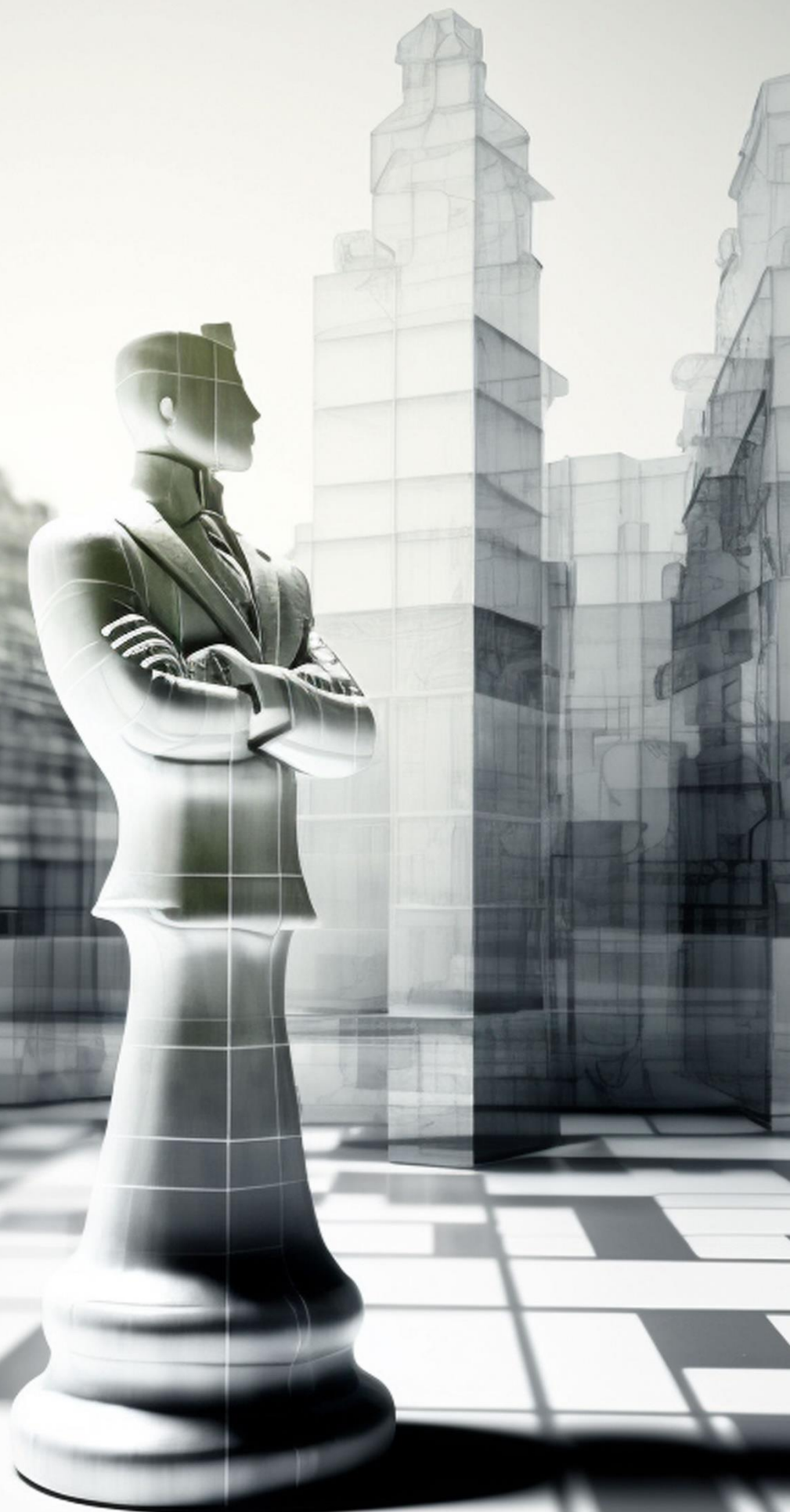


**JAMES** EDUCATION  
**HOWARD**

academic excellence **online**

# GCSE & IGCSE Business Studies Factsheet



# GCSE & IGCSE BUSINESS STUDIES

## Factsheet

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## 1. Course schedule

### Work Programme

#### GCSE & IGCSE BUSINESS STUDIES:

#### Academic Year

Part A1 :	Part B1 :
<b>Week 1-3:</b>  1. Understanding business activity 2. People in Business 3. Marketing Mix – 3.3.1	<b>Week 7-9:</b>  5. Financial information and decisions
<b>Week 3: ASSESSMENT</b> <b>Work covered from Week 1 to 3</b>	<b>Week 9: ASSESSMENT</b> <b>Work covered from Week 7-9</b>
Part A2:	Part B2:
<b>Week 4-6:</b>  3. Marketing Mix (continue from 3.3.1 Product Life cycle) 4. Operations Management	<b>Week 10-12:</b>  6. External influences on business activity
<b>Week 6: ASSESSMENT</b> <b>Work covered from Week 4 to 6</b>	<b>Week 12: ASSESSMENT</b> <b>Summative Assessment</b>

Note: Topics & learning outcomes are included under 'Content Overview'

## Weekly course overview

- The academic year has teaching & learning weeks within which you'll be expected to go through
- The programme and order of topics to be covered are listed in the work programme above. You will be working through lessons on the Moodle platform in the order of topics as listed in the work programme.

## Assessment & Examination Dates

- For an additional fee you receive:
  - a pack of mock and past papers with once week teams/zoom meetings where a qualified teacher provides worked solutions

## Introduction:

Welcome to the GCSE & IGCSE Business Studies Course.

Unlock Your Potential with Our 12-Week GCSE & IGCSE Revision Course!

Are you aiming to ace your GCSE or IGCSE exams? Look no further! Our meticulously designed 12-week revision course is here to transform your preparation journey, ensuring you master both the course content and the art of exam technique.

## What We Offer:

- Comprehensive Coverage: Dive into every topic of your syllabus with our extensive asynchronous learning materials. Our course is crafted to cover each knowledge point thoroughly.
- Engaging Video Explanations & Exercises: Learn through engaging short videos and reinforce your understanding with tailored exercises. This dynamic approach guarantees knowledge retention and keeps you actively engaged.
- Interactive Learning Management System: Got a question? Submit it anytime via our user-friendly online platform. Your queries will be addressed in our weekly 45-minute live seminars, fostering a deeper understanding of complex topics.
- Re-watch and Revise: Missed a live session? No worries! All seminars are recorded, allowing you to revisit and review the content as many times as you need throughout the course duration.

## Two Subscription Options:

1. **Standard Access:** This option provides full access to our course materials, weekly live seminars, and the ability to submit questions for personalised feedback.

2. **Premium Access:** Elevate your revision with our Premium package. This includes everything in the Standard Access, plus:

- **Exclusive Past Papers Pack:** Receive a curated collection of past papers to practice and perfect your exam skills, with live personalised feedback.
- **Additional Weekly Tutorial:** Benefit from an extra 45-minute live session each week, focusing on reviewing and correcting mistakes in the practice papers. This targeted and personalised approach ensures you understand common pitfalls and how to avoid them.

## Why Choose Us?

Our course is more than just a revision guide; it's a comprehensive learning experience designed to build your confidence and knowledge. With a track-record of international success, expert tutors, interactive sessions, and a focus on exam technique, we provide all the tools you need to succeed.

Enroll Now and Take the First Step Towards Exam Success!

Note: The course is designed to cater to a diverse range of learning styles, ensuring that every student can find a path to success. Whether you prefer self-paced learning or interactive sessions, our course adapts to your needs.

This work programme is to help guide you throughout the course of the year so that you know what is expected of you and what deadlines need to be met. It is important to always refer to this programme as a reminder of the objectives and methodology that needs to be followed.

## Key benefits of doing the GCSE & IGCSE Business Studies Curriculum:

GCSE & IGCSE Business Studies is accepted by universities and employers as proof of knowledge and understanding of Business Studies.

Learners will be able to:

- understand different forms of business organisations, the environments in which businesses operate and business functions such as marketing, operations, and finance
- appreciate the role of people in business success.

They will also gain lifelong skills, including:

- the ability to calculate and interpret business data
- communication skills needed to support arguments with reasons
- the ability to analyse business situations and reach decisions or judgements

Completion of this programme in Business Studies will develop and help learners to gain knowledge and understanding of the subject and learners will gain skills for their next step in education or place of employment.

## **Aims**

The aims describe the purposes of a course based on this syllabus.

The aims are to enable students to:

- apply their knowledge and critical understanding to current issues and problems in a wide range of business contexts
- make effective use of relevant terminology, concepts, and methods, and recognise the strengths and limitations of the ideas used in business
- distinguish between facts and opinions, and evaluate qualitative and quantitative data in order to help build arguments and make informed judgements
- appreciate the perspectives of a range of stakeholders in relation to the business environment, individuals, society, government, and enterprise
- develop knowledge and understanding of the major groups and organisations within and outside business, and consider ways in which they are able to influence objectives, decisions, and activities
- develop knowledge and understanding of how the main types of businesses are organised, financed, and operated, and how their relations with other organisations, consumers, employees, owners, and society are regulated
- develop skills of numeracy, literacy, enquiry, selection, and use of relevant sources of information, presentation, and interpretation
- develop an awareness of the nature and significance of innovation and change within the context of business activities
- acquire a foundation for further study of business or other subjects.

## Content overview & learning outcomes

### 1. Understanding business activity

This section introduces the underlying ideas and concepts of business and includes the purpose and nature of business activity and how businesses can be classified. Enterprise and entrepreneurs, and why some businesses grow while others remain small are further important issues. How business size can be measured, types of business organisation, business objectives and stakeholder objectives are the concluding topics.

### 2. People in business

The focus is the functional area of human resources and includes the importance and methods of motivating a workforce. How businesses are organised and managed and the methods of recruitment, selection and training of employees are also considered. Finally, the section covers the importance and methods of effective internal and external communication.

### 3. Marketing

This section includes the role of marketing, the distinctions between niche and mass markets and the techniques of market segmentation. The methods and importance of market research are covered. The central role of the marketing mix, i.e. the four Ps, is made clear. Marketing strategies to influence consumer decisions at home and in new foreign markets are the final topics in this section.

### 4. Operations management

The focus is the functional area of production and includes the meaning and methods of production and how productivity can be increased. The different costs of production and break-even analysis are covered. The section concludes with the importance and methods of achieving quality in the production process and location decisions of businesses.

## 5. Financial information and decisions

This finance and accounting section covers the need for and sources of business finance, cash-flow forecasting and working capital. Simple income statements are covered as well as statements of financial position and the analysis of accounts including why and how accounts are used.

## 6. External influences on business activity

This section focuses on different external influences on business activity and how these impact on a business. It includes government influences on economic, environmental and ethical issues and how they impact on the functional areas of businesses. In addition, the international economy including globalisation and its effects on businesses and governments, multinational businesses and exchange rates are important issues.

Legal constraints are an external influence to be considered but these influences are covered in the relevant functional areas above, as well as in this last section.