

GCSE (9-1) Business

Examination Board: Edexcel

Specification No: GCSE – 1BS0

QAN Code: 603/0121/1

Course Description

This course is engaging and inspiring, reflecting the demands of a truly modern and evolving business and marketing environment.

This Business course will encourage students to:

- understand and apply the fundamental principles and concepts of business including characteristics of successful entrepreneurs, market research, financial viability, the marketing mix and factors to consider when starting up and running an enterprise
- develop learning and practical skills that can be applied to real-life contexts and work situations
- think creatively, innovatively, analytically, logically and critically
- develop independence and confidence in using skills that would be relevant to the business and enterprise sector.

How will you learn?

The Pearson Edexcel Level 1/Level 2 GCSE (9–1) in Business consists of two externally-examined papers

Theme 1: Investigating small business

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

Theme 2: Building a business

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 decision

Method of Assessment

Theme 1: Investigating small business

Written paper, Edexcel-set and marked. 1 hour and 15 minutes

50% of the qualifications, 90 marks

Theme 2: Building a business

Written paper, Edexcel-set and marked. 1 hour and 15 minutes

50% of the qualifications, 90 marks

Assessment overview

Each 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.

Pathways after Year 11

Training Pathways

Students can progress from this qualification to a number of different academic and vocational qualifications at Level 3, including:

A Level

Business

History

Geography

Economics

Psychology

BTEC Nationals

Business

Career Routes

The knowledge and skills gained from OCR Enterprise and Marketing support students' entry into employment or other training in specific aspects of business and/or marketing, such as apprenticeships and vocational qualifications that focus on more specialised business areas.

This course provides a strong foundation for employment, with students progressing, with further training, to a wide range of careers training, such as marketing, sales, product management and general management.