



Pearson
Edexcel

Business GCSE

EDEXCEL

Planning a business and finance

Here students will explore the ways to gather information about markets and customers, gain funding to start a company and use performance analysis tools to assess the viability of a company.

- ▶ Designing market research material
- ▶ Exploring sources of finance from banks, investors and through shares
- ▶ Using financial forecasting tools and creating business accounts
- ▶ Creating an attractive and informative business plan



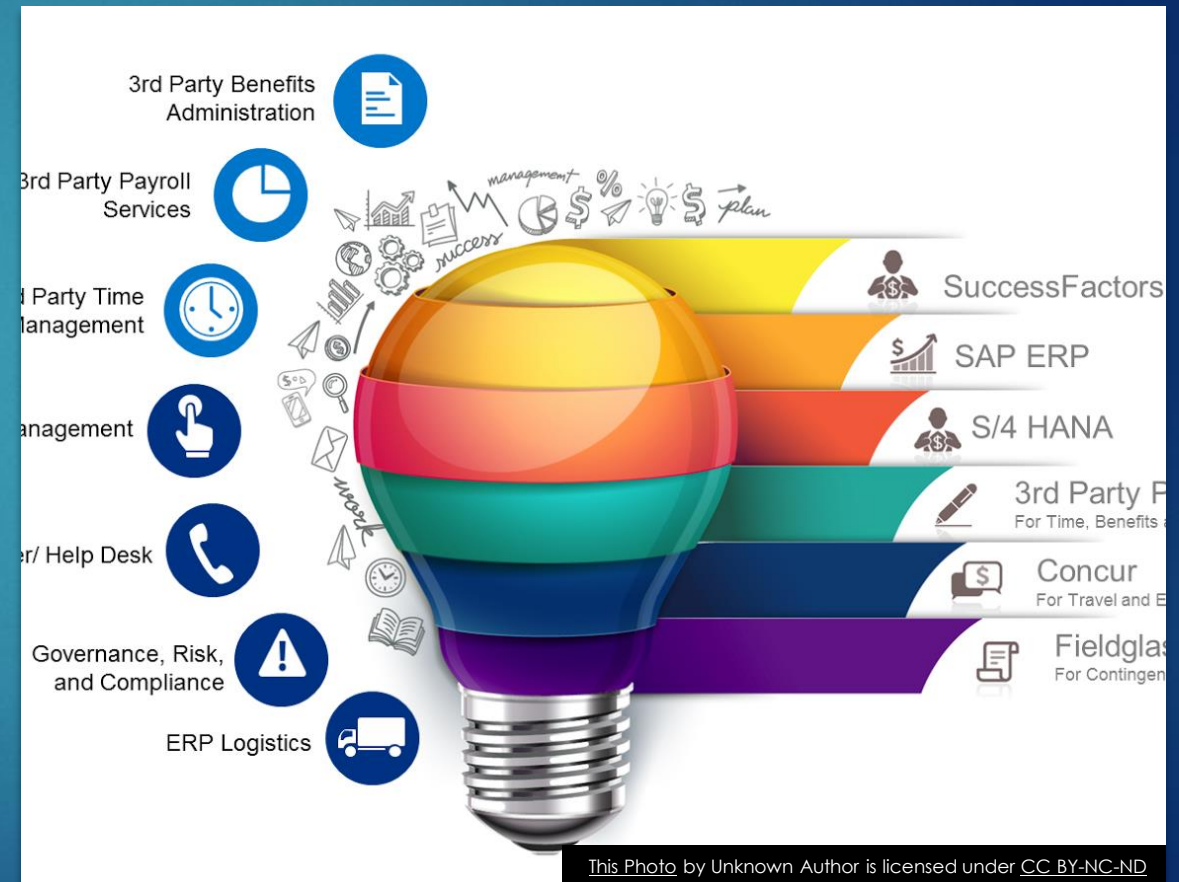
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Product design

Now students will learn how to put all the aspects of a product, its pricing, the way it is advertised and how consumers will access it, together to make something that people want to buy

Includes:

- ▶ Using market research data
- ▶ Designing the brand/logo
- ▶ Product functionality
- ▶ Packaging concerns
- ▶ Pricing Strategies
- ▶ Promotional techniques and advertising



Influence of technology



In our fast paced world, businesses must adapt to changes in the way customers interact with and purchase products. Here we look at the following areas:

- ▶ E-commerce
- ▶ M-commerce
- ▶ Social-media advertising
- ▶ Communication
- ▶ Logistics
- ▶ Global markets

Business Growth

We look more closely at larger businesses and how they are managed and operate differently to small companies.

- ▶ Methods of business growth
- ▶ Mergers and Takeovers of companies
- ▶ Global markets
- ▶ Import and export markets
- ▶ Barriers to trade



Working with suppliers and managing stock

Identifying and retaining the right supplier is highly important for companies and can influence their pricing and availability of products

The areas covered here include:

- ▶ Identifying suppliers
- ▶ Exploring different production methods
- ▶ Ordering and logistical decisions

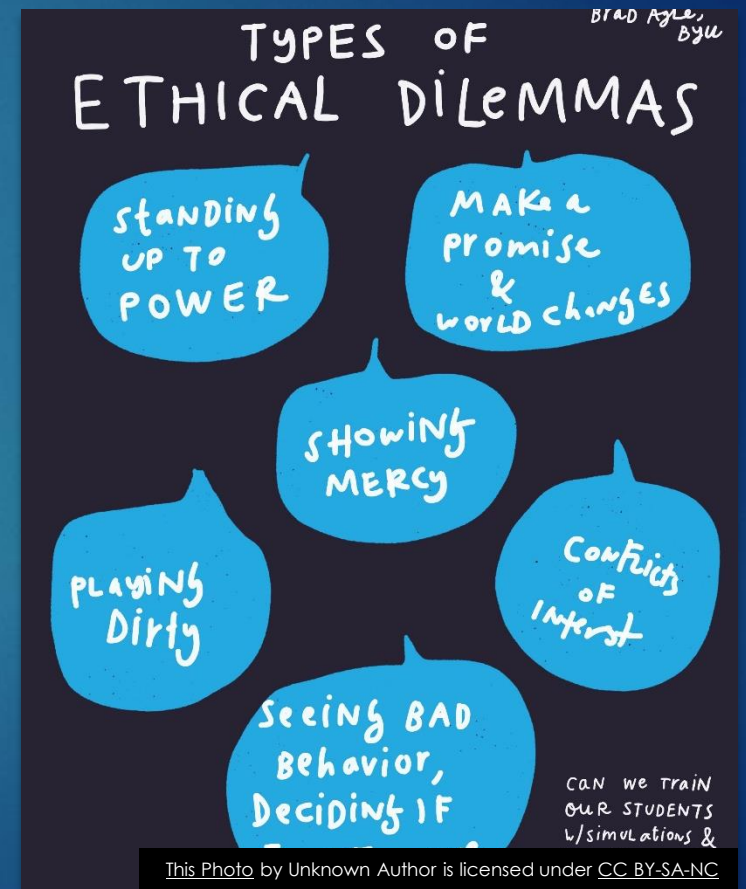


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Legislation and ethics

Students will need to understand the varying laws that modern day firms have to abide by. These include:

- ▶ Employment law
- ▶ Health and Safety
- ▶ Fair trading
- ▶ Customer rights
- ▶ Ethical behaviour
- ▶ Public relations



Recruitment, selection and training of staff

Having the right people in a business is vital. Here students will learn how to construct an effective recruitment campaign as well as the techniques used to select and train staff effectively.

- ▶ Recruitment techniques
- ▶ Application forms and CVs
- ▶ The interview process
- ▶ Selection techniques
- ▶ Types of training
- ▶ Staff appraisals and performance management



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The wider economy

The study of economics and how it influences so many aspects of our daily lives is becoming more and more important. Particularly in these times when businesses are dealing with events such as Brexit and the Covid-19 pandemic. This aspect of the course covers the following topics:

- ▶ The economic cycle
- ▶ Interest rates
- ▶ Taxation
- ▶ Inflation
- ▶ The exchange rate
- ▶ Unemployment



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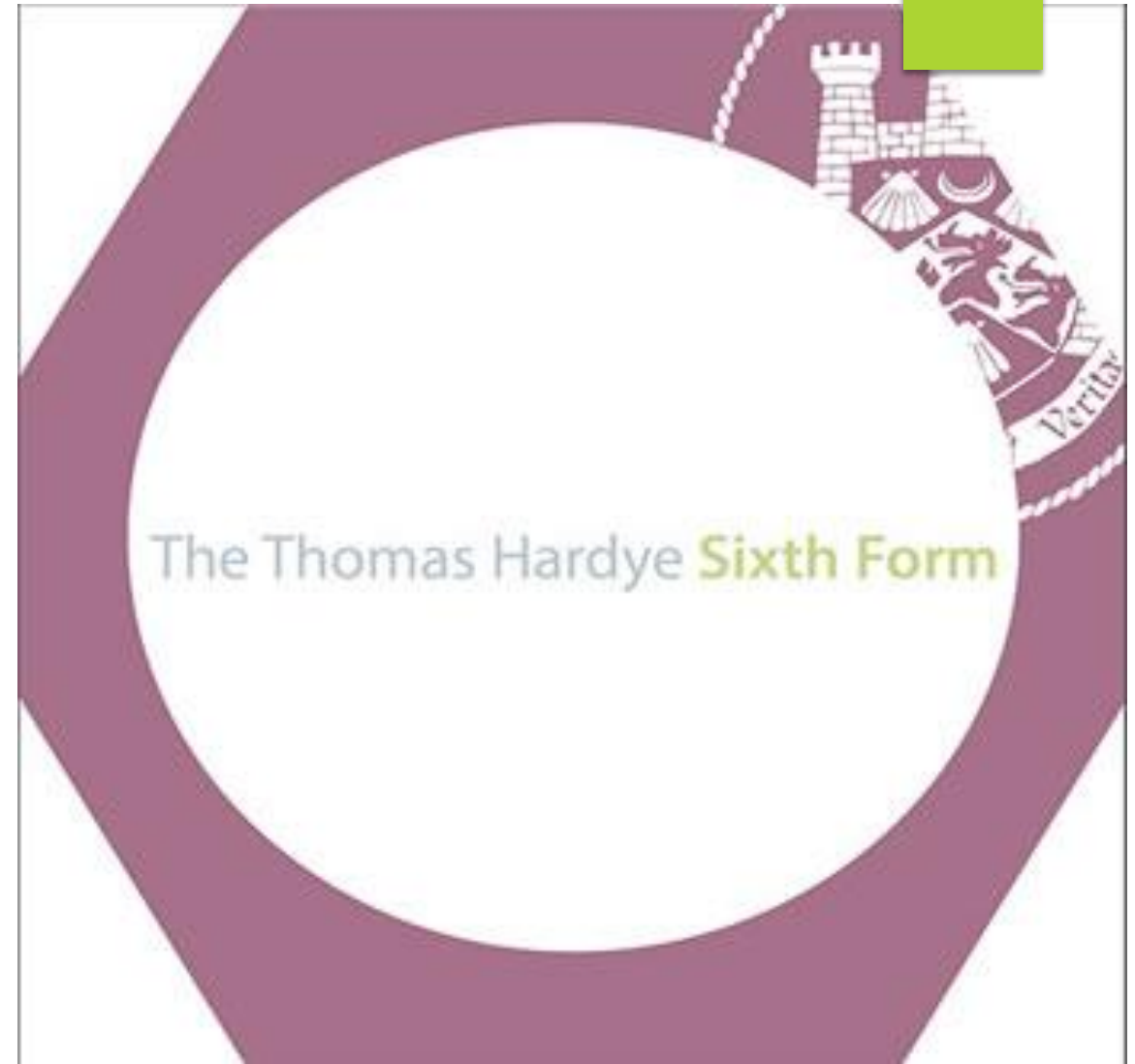
Assessment

- ▶ 2 written exams
- ▶ Theme 1 Investigating small business
- ▶ Theme 2 Building a business
- ▶ 90 minutes each paper
- ▶ Made up of a variety of multiple choice, short answer questions, 9 mark questions up to 12 mark longer answers.
- ▶ Students are expected to show their skills in analysis and evaluation in the context of case study businesses

Progression post-16

This course naturally leads on to
3 different options at 6th form:

- ▶ A-Level Business
- ▶ BTEC business (double option
worth 2 A Levels)
- ▶ A-Level Economics



Any questions?

Please contact me if you have any further questions
about the GCSE course

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