

# GCSE BUSINESS

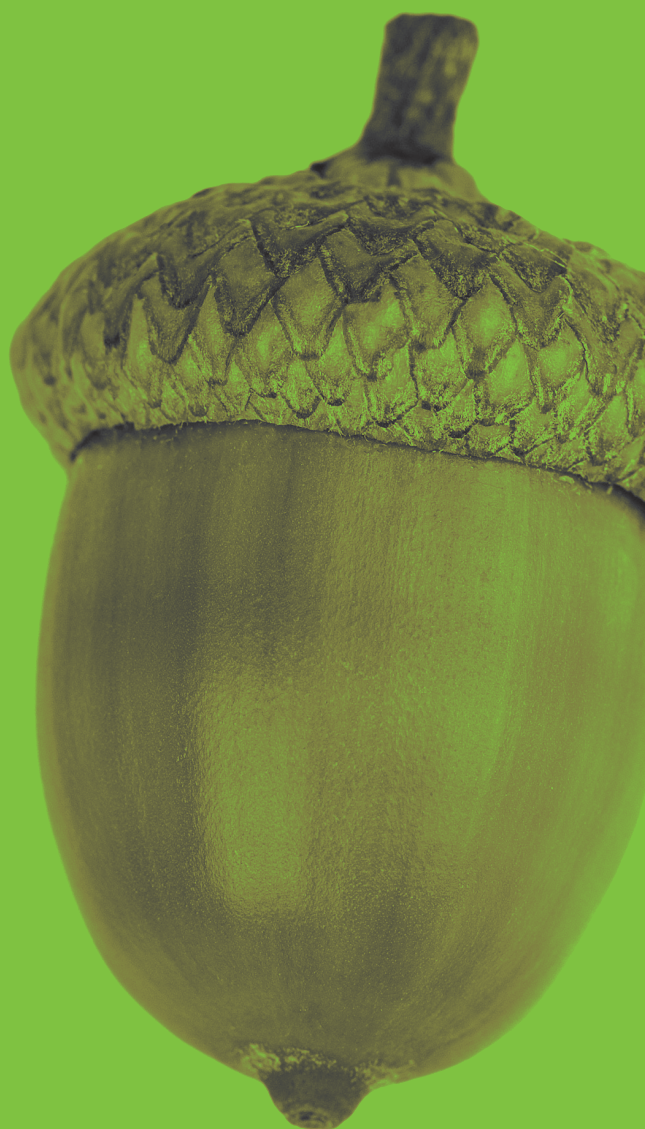
## Why choose GCSE Business ?

The WJEC GCSE Business specification introduces learners to the business world, empowering them to develop as commercially minded and enterprising individuals. Learners will have the opportunity to develop a wide range of skills, enabling them to use business information critically, to develop arguments, to make justified decisions and to prepare them for further study and career pathways.

## What will I study?

The content is presented in six clear and distinct topic areas:

- Business activity
- Influences on business
- Business operations
- Finance
- Marketing
- Human resources



# GCSE BUSINESS



## What skills will I develop?

By studying GCSE Business, the subject content enables learners to apply their knowledge and understanding to different business contexts, including businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts. Learners are required to develop an understanding of how these contexts impact on business behaviour.

Learners will gain an understanding of the important role played by these business organisations in the economy of Wales and the rest of the UK.

Learners will be expected to be familiar with current issues in business and develop an understanding of the dynamics of business activity and consider data which relates to the Welsh business environment.

Learners should investigate the real business world to develop an understanding of contemporary business opportunities and issues.

Learners are expected to apply their knowledge and understanding of the subject content to business decision-making, including:

- the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources; and how these interdependencies underpin business decision making
- how different business contexts affect business decisions
- the use and limitation of quantitative and qualitative data in making business decisions

Learners will be expected to draw on their knowledge and understanding of the subject content to:

- use business terminology to identify and explain business activity
- apply business concepts to familiar and unfamiliar contexts
- develop problem solving and decision-making skills relevant to business
- investigate, analyse and evaluate business opportunities and issues
- make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills

## How will I be assessed?

### Unit 1: Business World will be assessed through a written examination

- **2 hours**
  - **62.5% of qualification**
  - **100 Marks**
- A mix of short answer and structured questions based on stimulus material covering all of the specification content.

### Unit 2: Business Perceptions will be assessed through a written examination

- **1 hour 30 minutes**
  - **37.5% of qualification**
  - **60 Marks**
- Data response questions covering all of the specification content.

## Careers with GCSE Business

This specification builds on subject content which is typically taught at key stage 3 and provides a suitable foundation for the study of Business at either AS or A level.

In addition, the specification provides a coherent, satisfying and worthwhile course of study for learners who do not progress to further study in this subject.

Careers that may be of interest for those undertaking business qualifications are:

- Finance
- Marketing
- Human resources
- Business management