

# Business Studies

Hilbre High School

Enterprise events!

Taste testing!

Learn to be an accountant!



Design your own products!

Business Competitions!

Analysing/creating showstopper Christmas Adverts!

## Available Courses



- GCSE Business Studies - GCSE Business Studies is an exciting course that will allow you to explore **how businesses work, what makes them successful and how they grow.** By investigating real life businesses you can understand the drive and motivations behind some of the most **well-known entrepreneurs** and the successful businesses they have built up.



- Our Cambridge National in Enterprise and Marketing gives students the **practical skills** and applied knowledge they'll need in business. Practical elements build on theoretical knowledge so that students can put their learning into practice while also developing **valuable transferable skills.**

# Edexcel GCSE



- **Theme 1: Investigating Small Business**
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- Topic 1.1 Enterprise and entrepreneurship
- Topic 1.2 Spotting a business opportunity
- Topic 1.3 Putting a business idea in to practice
- Topic 1.4 Making the business effective
- Topic 1.5 Understanding external influences on business
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- **Theme 2: Building a Business**
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- Topic 2.1 Growing the business
- Topic 2.2 Making marketing decisions
- Topic 2.3 Making product decisions
- Topic 2.4 Making financial decisions
- Topic 2.5 Making Human Resource decisions

# Cambridge Nationals Enterprise and Marketing



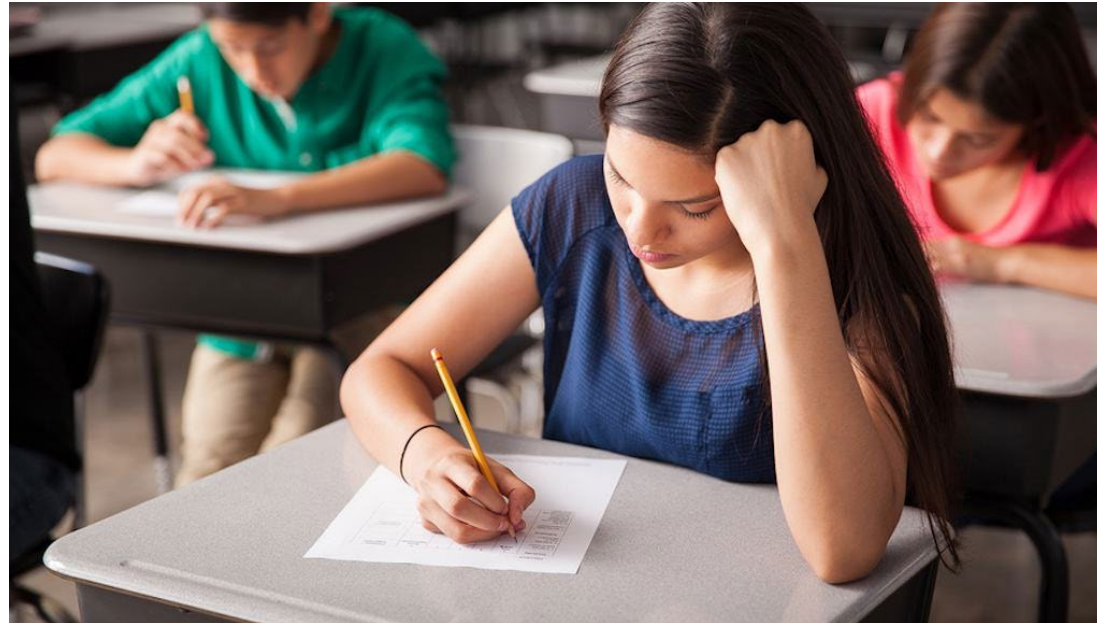
[ocr.org.uk/cambridgenationals](http://ocr.org.uk/cambridgenationals)



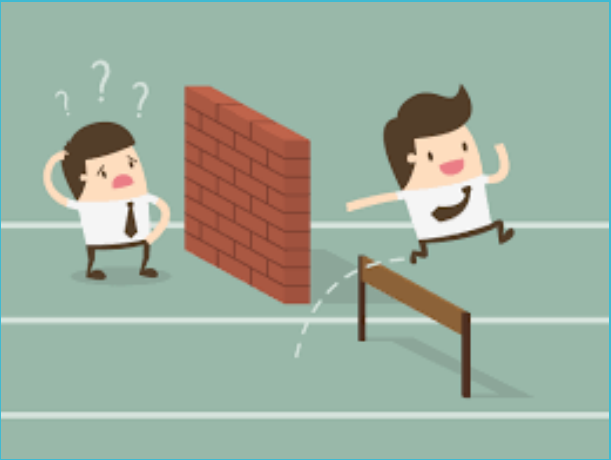
- The first topic underpins the wider learning in this qualification. Through the first topic learners will understand the main activities that will need to happen to support a start-up business, and what the key factors are to consider when starting up a business.
- In the second topic, learners will develop the skills to design a business proposal to meet a specific business challenge. They will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal.
- In the third topic, learners will develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience.

# Assessment

- GCSE – 2 external exams each worth 50% at the end of year 11
- Cambridge Nationals – 2 internal assignments (30 % each) and 1 external exam worth 40%.



# Skills + Challenges



- **GCSE-**
- There is a heavy element of Maths in the course content. Students must keep up to date with business news which will require additional reading outside of the classroom.
- During the GCSE Business Studies course you will learn how to communicate and explain your ideas; you will also think creatively and make decisions. You will learn how to work with numbers to solve business problems and most importantly you will learn about the world of business through real and relevant local and international brands.
- **Cambridge Nationals**
- There are a lot of deadlines to be met in this course and learners will need to have excellent digital literacy to allow them to work independently on the coursework elements of the qualification. You will have a lot of deadlines to meet so must be organised.
- Learners will develop a range of skills such as Enterprise and marketing concepts, how to design and deliver a business proposal and finally marketing and pitching a business idea.

# The Future & The World of Work

- Business in University
- Investment Finance
- Marketing
- Fashion Buying
- Apprenticeships with Deloitte and other finance businesses.





## Further Information

- Please contact [lewisg@hilbre.Wirral.sch.uk](mailto:lewisg@hilbre.Wirral.sch.uk) or for further information.
- Follow hilbrebusiness on Instagram for more information

