



PARK HALL ACADEMY INDEPENDENT LEARNING

Supporting development

AUTUMN TERM

Subject (GCSE/BTEC & subject & KS)

GCSE Business Studies – year 10, 11

Unit title and main topics/themes

Year 10

Unit 1

Spotting a business opportunity

- What is a business?
- Understanding customer needs
- Analysing customers
- Analysing competitors
- Adding value
- The options available in starting up a business

Showing enterprise

- What is enterprise?
- Being creative and enterprising
- Invention and innovation
- Calculated risk

Year 11

Unit 3

Meeting Customer needs

- Design and Research & Development
- Managing stock & quality
- Cost-effective operations
- Effective customer service & Consumer protection

Effective People Management

- Organisational structure & motivation
- Communication & Remuneration

Unit 2

Controlled Assessment

Basic/general description of homework set

Exam style questions that are topic related

Longer answer questions testing analysis and evaluation skills

Course details – exam board, website, other useful resources, dates/months of exams

Edexcel GCSE in Business Studies (2BS01)