
BUSINESS STUDIES

Year 10

Topics studied:

In the autumn term, students study Unit 1, Topic 1.5 The economic context and Unit 3, Topics 3.1 Marketing and 3.2 Meeting customer needs.

In the spring term, students study Unit 3, Topic 3.3 Effective financial management. Students will also complete Unit 2, controlled assessment, in the spring term.

In the summer term, students study Unit 3, Topic 3.4 Effective people management and will also carry out revision on Unit 1 to support their end of year examination. Students also continue to develop their skill in demonstrating and applying their knowledge and understanding of business concepts and issues.

Examination Board:

Pearson Edexcel.

Year 10 students follow the legacy Pearson Edexcel GCSE in Business Studies (2BS01) specification. This course uses the A* to G grading structure.

Assessment Structure:

Unit 1 – 25% of qualification

Unit 2 – 25% of qualification – controlled assessment

Unit 3 – 50% of qualification

Unit 2 will be completed by the end of Year 10. It is internally assessed, but externally moderated.

Keywords that students should know, and be able to spell, by the end of the year:

Unit 1, Topic 1.5 – commodities, commodity markets, demand, supply, shortage, surplus, goods markets, interest rate, bank of England, variable interest rates, fixed interest rates, exchange rate, export, import, economic activity, the economy, economic growth, business cycle, recession, stakeholder.

Unit 3, Topics 3.1, 3.2, 3.3, 3.4 – marketing, market research, primary data, secondary data, quantitative data, qualitative data, survey, respondents, market segment, product trial, public relations, viral marketing, penetration pricing, trade buyers, wholesalers,



retailers, customer loyalty, repeat purchase, product life cycle, research and development, extension strategy, product portfolio or product mix, product portfolio analysis, Boston Matrix, brand, generic product, own brand, product differentiation, premium price, marketing mix, design mix, stocks, maximum stock level, re-order level, buffer stock level or minimum stock level, just in time (JIT), quality, quality control, quality assurance, customer service, innovation, sale of goods legislation, trade descriptions legislation, cash flow, financial management, de-stocking, trade credit, profit, revenues, break-even point, total revenue, total costs, fixed costs, variable costs, break-even chart, margin of safety, financing a business, internal sources of finance, external sources of finance, retained profit, equity or share capital, share, overdraft, bonds, organisation, organisation chart, hierarchy, line manager, function, authority, subordinate, chain of command, delayering, empowerment, downsizing, span of control, delegation, centralisation, decentralisation, motivation, hierarchy of needs, communication, feedback, internal communication, external communication, channel of communication, formal channels of communication, informal communication, payment systems, manual or blue collar workers, wages, overtime, basic pay, non-manual or white-collar workers, salary, commission, bonus, part-time workers, full-time workers, temporary workers, freelance workers, fringe benefits.

Subject specific websites to support revision and independent learning:

www.businessed.co.uk
www.tutor2u.net
www.bbc.co.uk/news/business
www.edexcel.co.uk
www.teachmebusiness.co.uk

Recommended reading:

- GCSE Business Units 1, 3 and 5 Revision Guide. ISBN 9781446903735. This is available to purchase through the school. Students studying this course are not required to know Unit 5 content.
- Edexcel GCSE Business: Introduction to Small Business by Alain Anderton & Ian Gunn – Student Book. ISBN: 9781846904967
- Edexcel GCSE Business: Building a Business by Alain Anderton & Andrew Malcolm. ISBN 9781846904974

To help your child in Business this year you can:

- support them in learning how to spell the keywords above
- ask them to explain the keywords above by reflecting on their lessons and referring to the work in their exercise book
- encourage them to access the above subject specific websites and to undertake further reading on the topics covered and complete the tests/quizzes
- encourage them to use the GCSE Business Revision Guide, to support homework completion, revision and further reading
- encourage them to produce cue cards on each topic area and use them to revise and test their key knowledge
- encourage them to practise past examination papers found on the Pearson Edexcel website



- talk to them about real-life businesses, such as those owned/run by family or friends, local businesses and/or businesses that appear in the news

Additional Information:

Students will be set a weekly homework task and will complete one milestone assessment each half-term.

