

AQA GCSE Business Studies: Year 9 Options Evening

What is AQA GCSE Business Studies?

AQA GCSE Business Studies is an exciting course that helps students understand how businesses operate, make decisions, and impact the economy. It covers key areas such as entrepreneurship, marketing, finance, operations, and external influences on business. This course is ideal for students interested in the world of business and commerce.

The Skills That Will Be Developed

Studying GCSE Business will develop a wide range of useful skills, including:

- **Problem-solving** – analysing business scenarios and suggesting solutions.
- **Decision-making** – evaluating different business strategies.
- **Numeracy** – interpreting financial data and performing business calculations.
- **Communication** – presenting ideas clearly in written and verbal form.
- **Critical thinking** – assessing different viewpoints and making reasoned judgments
- **Research and analysis** – gathering and using business information effectively.

What Areas Will Be Taught?

The course is split into two main themes:

1. **Business in the Real World** – Understanding the purpose of business, ownership types, and business aims and objectives.
2. **Influences on Business** – Examining external factors such as competition, economic changes
3. **Business Operations** – Learning about production processes, customer service, and the importance of quality.
4. **Human Resources** – Exploring recruitment, training, and motivation of employees.
5. **Marketing** – Understanding market research, the marketing mix, and promotional strategies.
6. **Finance** – Learning about business revenue, costs, profit, and financial planning.

How Assessment Takes Place

Assessment is through two exam papers at the end of the course:

Paper 1: Influences of Operations and HRM on Business Activity (50%)

Paper 2: Influences of Marketing and Finance on Business Activity (50%)

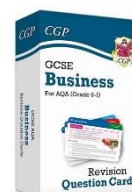
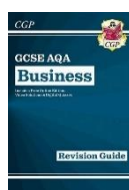
Both papers include a mix of multiple-choice, short-answer, and extended-response questions, as well as case study analysis.

Post-16 Pathways

After completing GCSE Business Studies, students can progress to:

- A-Level Business Studies or Economics
- BTEC Business courses
- Apprenticeships in business, finance, or retail
- Business-related college courses
- Entrepreneurial ventures or work experience in a business environment

How Study Can Be Supported at Home



- Parents and guardians can support students by:
- Encouraging discussion about current business news and real-world companies.
- Helping with revision using online resources such as BBC Bitesize and tutor2u.
- Practising financial calculations and business case studies together.
- Watching business-related documentaries and programs.
- Encouraging students to follow business trends and research companies of interest.

For more details, visit the AQA website: www.aqa.org.uk

Or contact Mr E Jones: ejones@ossma.co.uk

Get ready to explore the exciting world of business!