

AUTUMN 2023

Subject: Business Studies GCSE

Year: 11

Topic(s) to be covered:
Unit 2 Building a Business

2.1 Growing the business	Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.
2.2 Making marketing decisions	Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.
2.3 Making operational decisions	This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.

Assessment Procedures:

Each topic will have formal assessment in the form of end of unit test combining past exam questions. These assessments will make a combined average grade at the end of the term.

Homework guidance:

Students will receive a minimum of one homework per week for which they will be expected to spend a minimum of 30 minutes completing. These will be a combination of written, research and revision homework.

Failure to complete homework will result in a 30 minute after school detention in which they will be expected to complete the homework.

How can you help?

1. Ensure your child completes homework in time and to a good standard both written and revision tasks.
2. If you have not done so already, purchase a business studies revision guide - letters will be sent out the start of term regarding this.
3. Encourage your child to **read and watch the news** regarding the business world and discuss this with them. Real life examples will enable them to gain a deeper understanding of the subject and topics they have studied.