

BUSINESS

The subject content enables learners to apply their knowledge and understanding to different business contexts, including businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts. Learners are required to develop an understanding of how these contexts impact on business behaviour. Learners will gain an understanding of the important role played by these business organisations in the economy of Wales and the rest of the UK.

Learners will be expected to be familiar with current issues in business and develop an understanding of the dynamics of business activity and consider data which relates to the Welsh business environment. Learners will investigate the real business world to develop an understanding of contemporary business opportunities and issues.

Learners are expected to apply their knowledge and understanding of the subject content to business decision-making, including:

- the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources; and how these interdependencies underpin business decision making
- how different business contexts affect business decisions
- the use and limitation of quantitative and qualitative data in making business decisions

The content is presented in six clear and distinct topic areas:

1. Business activity
2. Influences on business
3. Business operations
4. Finance
5. Marketing
6. Human resources



The subject content for GCSE Business will be assessed across two examination papers.

UNIT 1: BUSINESS WORLD	UNIT 2: BUSINESS PERCEPTIONS
Written Examination - 2 hours 62.5% of Qualification Total Marks: 100	Written Examination - 1 hours 30 mins 37.5% of Qualification Total Marks: 60

Both units assess content from all six topic areas, so learners will be required to draw together knowledge, skills and understanding from across the subject content in each assessment.