

## **BUSINESS STUDIES AT G.C.S.E**

GCSE Business Studies is designed to investigate a broad spectrum of business activities and to involve the pupil in real-life business situations.

The objectives of the course are to enable a candidate to identify business activities and comment on their significance to firms, to understand the integrated nature of business and to assess the implications of the changing nature of the business environment.

The course itself looks at what considerations must be taken into account when deciding to set up a business. How do you set up a business? Who with and where does one get the finance to set up such a business? At this point we have a little competition where each pupil is 'given' £1000 to invest on the Stock Exchange and the one with the biggest capita gain (or smallest loss!!) wins the money.

Having set up the business, how do you go about selling the product through marketing and advertising? How are firms organised internally and how are staff recruited and trained? All business involves making decisions, which are vital to the success of a project. We look at the various methods used by businesses to help make the right decision and also introduce the pupils to the problems of accounting where they learn where the expression "the bottom line" comes from. Finally, the impact of external influences on business activities, such as pressure groups, unions, the government and legal constraints are investigated.