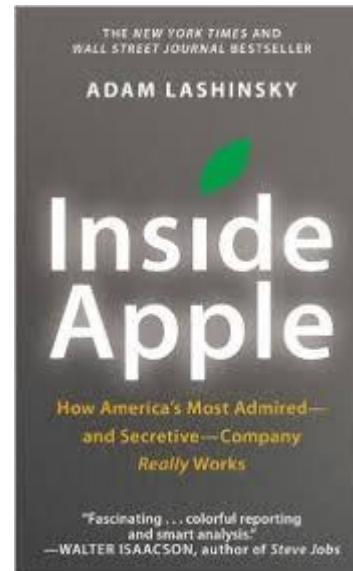


# GCSE Business Studies



Are you familiar with these people? Could you match the person to their business logo?



# The solution...



# What is Business?



Think about that **new top or new pair of trousers** you bought last week and then consider what businesses made it possible for you to wear it?



# What businesses were involved in your purchase?





# Everything in life involves Business

It is in the news

It is on TV

You will all go on to work in places that will be affected by  
the issues we cover

You will all be consumers

Some of you may even go on to be Entrepreneurs or run  
companies...



# GCSE Business Studies:

## **Paper 1: Influences of operations and HR on business activity**

**(1 hour 45)**

- **Business in the real world**
- **Influences on business**

### **Business Operations:**

Production methods and deciding if there is a more efficient way to run the business

### **Human resources:**

Managing staff, improving their skills, and motivating them. The law.

## **Paper 2: Influences of marketing and finance on business activity**

**(1 hour 45)**

- **Business in the real world**
- **Influences on business**

### **Marketing:**

How to persuade people to buy your products

### **Finance:**

How businesses work out their finances

Cash flow, Profit & Loss, Balance sheets



# Is Business Studies for me?

- You need an interest in the topics you have seen
- There is **A LOT OF READING** of case studies
- There is **A LOT OF WRITING** – You have to be able to analyse information, write an argument, propose a solution and argue that one option is better than the others.



# What's great about learning BUSINESS...

- It's real
- It's current
- It's completely 100% relevant to now and the future...
  - as an Employee,
  - as a Student
- As a son or daughter of someone who owns or runs their own business
  - as the owner of a Business ,
  - as a Consumer,
  - as a member of the Community



# Who to contact if any more questions?

- Miss Spragg – Teacher of Business Studies & ICT
- Miss Ross – Teacher of Business Studies & ICT