

EdExcel GCE Economics and Business

What is the course all about?

This course comprises 4 units which are studied over two years.



Subject Staff

Mr. S. Murphy (subject leader)

Course Requirements

You do not need to have studied Business before. If you have then a Grade 'C' is required.

In Year 12 you will study the following:

Unit 1: Developing New Business Ideas - Students look at the skills needed to be successful in business and how new or existing businesses generate their product or service ideas and test them through market research. You will also consider the competition in the market; the economic climate; how the business might be financed and how much revenue the idea might generate.

Unit 2b: Business Economics - Students will consider the market that business operates in; how competition in the market and macroeconomic change is likely to affect it and how businesses can seek to minimise uncertainty through their actions.

In Year 13 you will study the following:

Unit 3 – International Business - The aim of this unit is to introduce students to the world of international business and issues which a company trading internationally would have to consider.

Unit 4b: - The Wider Economic Environment and Business - In this unit, students consider why certain markets fail; how government decision making affects the economy and markets in which companies operate, and the income and welfare of private individuals. Students will be able to assess why government economic policy can succeed or fail and why regulation of some markets is necessary.

Advantages of this course

*The world we live in is becoming more global. We are now able to buy goods from anywhere in the world and have them delivered to our front door in days. **Is this good or bad?** Sure we can get a variety of products at cheaper prices but have you thought about how they are produced or the environmental cost? **This course will debate these issues and more beside to enable you to be a more informed consumer who is able to predict and react to a changing and challenging future.** It allows you to go onto a Business or Economics related degree course or provide you will useful skills for the workplace or even your own business.*

How are you assessed?

Unit 1: Developing New Business Ideas	Examination length: 1 hour 15 minutes Section A: supported multiple-choice questions where students write a short justification of why they chose that answer and/or why the other answers are incorrect. Worth 32 marks. Section B: questions based on 'data'. Worth 38 marks.
Unit 2b: Business Economics	Examination length: 1 hour 15 minutes Section A: supported multiple-choice questions where students write a short justification of why they chose that answer and/or why the other answers are incorrect. Worth 24 marks. Section B: questions based on 'data'. Worth 46 marks.
Unit 3: International Business	Examination length: 1 hour 30 minutes Section A: questions based on 'data'. Worth 35 marks. Section B: case study and questions. Worth 45 marks.
Unit 4b: The Wider Economic Environment and Business	Examination length: 1 hour 30 minutes Section A: questions based on 'data'. Worth 30 marks. Section B: decision-making report and questions. Worth 50 marks.

Economics and Business Studies - ***It makes you think!***