Discover our new qualifications for 2017

Edexcel GCSE (9–1) Business
Developing enterprising minds
Dear Colleague,

I’m pleased that our Edexcel GCSE (9–1) Business specification and sample assessment materials have now been accredited by Ofqual for first examination in the summer of 2019. You can find the accredited documents on our website at quals.pearson.com/gcsebusiness2017.

You’ll see that our new qualifications are designed to help you cover the content flexibly, in the way that’s right for your school. Based on your feedback, we’ve also made improvements to the clarity and structure of our new specification and exam papers – including ramped questions that help to build students’ confidence.

We’ll also provide you with extensive support over the coming year and beyond - from planning for first teaching to preparing your students for the first examinations.

Our support will include plenty of exam practice and assessment guidance, free teaching and learning materials, our Subject Advisor service, and endorsed published resources from Pearson*. We’ll also be out and about at events, where we hope to meet you and answer your queries.

I hope this guide will help you to get started.

Would you like to contact Colin and his team, or sign up to our Subject Advisor emails? See page 13 of this guide.

*Pearson’s paid-for resources, as well as other endorsed resources, are not a prerequisite for the delivery of our Edexcel specification.
Qualifications at a glance

- Consists of two externally examined papers.
- Students must complete all assessment in May/June in any single year.
- First assessment in summer 2019.

Our specification is structured into two themes, taking students from how entrepreneurs start businesses (Theme 1) through to growing and global businesses (Theme 2). There are two equally weighted exam papers, focusing on each specification theme.

**Theme 1** concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business.

**Theme 2** examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with an emphasis on aspects of marketing, operations, finance and human resources. It also considers the impact of the wider world on the decisions a business makes as it grows.
Familiar course content

To ensure as much continuity as possible, we have worked hard to develop a Business qualification that you will recognise.

We’ve retained the structure of our current specification, splitting the themes into Small Business and Big Business. This creates a practical approach to exploring business and engaging your students.

Students start by exploring Small Business in Theme 1 - enterprise through the lens of an entrepreneur. How and why do businesses start? Then moving to Big Business in Theme 2, students investigate business growth. What are the issues and decisions you need to make when growing a business, and how does the wider world impact business as it grows?

The specification structure also offers flexibility. You may wish to change the order of the content within topics, reorganise the content across topics or even reorganise topics across themes.

You can download both our course planner (with 2 and 3-year content mapping suggestions) and our mapping document (with full details of how the current qualification maps to our new specification) from the GCSE (9-1) Business subject page.

quals.pearson.com/gcsebusiness2017

Engaging and contemporary contexts

We know you use contemporary contexts in your teaching and our new specification will enable you to continue to bring practical and engaging case studies into the classroom. We also know that real and relevant business examples engage your students so you’ll continue to see these in our assessments.

The content provides opportunities to engage students with local, business enterprise examples in Theme 1 through to the international brands they recognise in Theme 2. This enables you to continue to use real-world contexts and examples of modern business practice to make the content relevant to the business world accessible to your students.

Fender® is an American company which produces musical instruments, such as electric guitars. Its most famous brands of guitars have been used by popular musicians such as Bruno Mars. Fender's most expensive guitars are manufactured using the finest raw materials such as wood from ash trees. These hand-made guitars are seen as some of the finest musical instruments in the world and are unique to each individual musician. As a result of using job production for its guitars, Fender is able to charge prices as high as £10 000 per guitar.

In 2012 Fender started using 3D printing, a process of making three-dimensional (3D) solid objects from a digital model. Fender uses 3D printers to trial new designs for its guitars. Ideas for new-guitar models can now be printed off in Fender’s factory, instead of using a specialist model-building company.

SECTION B
Answer ALL questions.
Look at Figure 2, read the following extract carefully, then answer Questions 4, 5 and 6.
Write your answers in the spaces provided.

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Real and relevant contexts

Figure 2
Clear and simple structure

Based on your feedback we’ve taken the opportunity to make some improvements to the clarity and structure of our new specification and exam papers.

We have created:

- clear and straightforward specification to follow: with two themes and two papers
- clear structure and clarity of teaching requirements at first glance.

Clear and accessible assessments for all

Our clear and straightforward structure is evident in our exam papers and exam structure as well. There are two exam papers - one for each of the two themes.

Our new papers retain the familiar approach of our current unit 3 assessment and will build confidence through ramped questions, which increasingly challenge students as they move through the paper.

We’ve also designed:

- a consistent paper structure to help students focus on the content being assessed
- clear questions and instructional text to ensure the papers are accessible across the full 9-1 grading scale
- straightforward mark schemes to help teachers and students understand the required standard
- engaging, accessible business contexts which will inspire students by using examples that are well known and relevant to them.

quals.pearson.com/gcsebusiness2017
Consistent paper structure

- Both papers: 90 minutes, 90 marks, 3 sections.
- All questions are ramped, building confidence and increasingly challenging students as they move through the paper.
- A taxonomy of command words has been carefully defined and will be used in the assessments.

### Section A: 35 marks
- This section has **multiple-choice and short answer questions**.
- Students may also be asked to calculate.
- The section finishes with one 6-mark question.
- Taxonomy of command words:
  - MCQ
  - Explain
  - Complete the table
  - Calculate
  - Discuss

### Section B: 30 marks
- Questions are based on a **business context**.
- The section has short answer questions and students may also be asked to calculate.
- There are also longer questions: two 6 mark and one 9 mark questions.
- Taxonomy of command words:
  - Define, identify, state, define, give
  - Outline
  - Calculate
  - Analyse

### Section C: 25 marks
- Questions are based on a **business context**.
- The section has short answer questions and students may also be asked to calculate.
- There are also longer questions: one 9-mark and one 12-mark question.
- Taxonomy of command words:
  - Define, identify, state, define, give
  - Outline
  - Justify
  - Evaluate

Consistent command word taxonomy

- Consistent set of command words used across the assessments.
- Assessment objectives and number of marks for each command word applied consistently.

![Diagram of marks and command words]

1 mark per selection; multiple choice questions may require the selection of more than one answer.
Our **Getting Started Guide** is already on the website to help you start planning.

**Launch events** are running throughout the autumn term across the country and online.

**Getting Ready to Teach** events will take place from spring 2017. These events are a great way to find out more about our new qualification, ask any questions you have and network with other business teachers.

A **mapping document** to highlight the similarities and differences in content and assessment between our new and legacy (2009) specifications is available on our website.

An **editable course planner** to help you deliver the course across two or three years is available on our website.

We’re providing an **editable scheme of work** that can be adapted to suit your department.

Lots of teaching and learning support to help you deliver the qualifications in a practical way (**topic guides, exemplars and commentaries, mark schemes**) with ideas for incorporating enterprise tasks and visits.

Brand new paid-for **resources from Pearson*** available in 2017, including a Student Book and ActiveLearn Digital Service Teacher Resource, with lots of current case studies, differentiated activities and support for the new assessments.

Whether it’s through our Launch and Getting Ready to Teach events or via the Subject Advisor team, we’ll be available to offer advice throughout the lifetime of the qualification.

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**Support whenever you need it**

Our Subject Advisor Colin Leith and his team are available to answer your questions and provide guidance and support.

- **UK:** + 44 (0)20 7010 2182
- **Email:** TeachingBusiness@pearson.com
- **Twitter:** @PearsonEconBus
- **Sign up for Subject Advisor emails:** quals.pearson.com/gcsebusiness2017

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*Pearson’s paid-for resources, as well as other endorsed resources, are not a prerequisite for the delivery of our Edexcel specification.

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Sign up to get updates and free support resources plus information on our published resources.

quals.pearson.com/gcsebusiness2017
Supporting you every step of the way

We’ve put together a full package of support to help you plan and teach our new qualifications, track and assess students’ progress, and develop your own professional knowledge and skills.

Our support covers the areas that you’ve told us matter most:
- Understanding the changes and preparing students for the first linear exams.
- Delivering the new course and assessment focuses in the most efficient way.
- Helping all of your students to achieve their potential.

### Plan
- **Sample assessment materials**  - Available now
- **Getting Started guide**  - Available now
- **Course planner**  - Available now
- **Editable Schemes of Work that suggest efficient ways of teaching across two or three years**  - Available autumn 2016
- **Mapping guidance from our current to new specification**  - Available now
- **FREE online access to Edexcel GCSE (9–1) Business Student Book pages**  - Available January 2017
- **Plan your lessons using the playlist functionality in ActiveLearn Digital Service**  - Available January 2017

### Teach
- **Exemplification of new aspects of the qualification within Sample Assessment Materials, and exemplar solutions**  - Available now
- **Case studies**  - Available spring 2017
- **A guide to using practical examples and business investigations**  - Available autumn 2016
- **Pearson Student Book - see page 16**  - Available spring 2017
- **Digital content bundled with the Student Book to aid independent learning**  - Available spring 2017
- **ActiveLearn Digital Service including front-of-class teaching resources**  - Available summer 2017
- **Pearson ‘Revise’ revision books**  - Available autumn 2017

### Develop
- **Advice from the Subject Advisor team**  - Available now
- **Launch events**  - Available now
- **Getting Ready to Teach events**  - Available spring 2017

### Track and Assess
- **GCSE 2017 area in ExamWizard**  - Available autumn 2017
- **ResultsPlus to provide analysis of your students’ performance**  - Available 2019
- **Two sets of specimen papers**  - Available summer 2017
- **Marked exemplars of student work with examiner commentaries**  - Available spring 2017
- **Revision Guide and Workbooks**  - Available autumn 2017

*Pearson’s paid-for resources, as well as other endorsed resources, are not a prerequisite for the delivery of our Edexcel specification.*
Brand new resources from Pearson*

Developed specifically for our Edexcel qualification
Our print and digital resources for our Edexcel GCSE (9–1) Business will be submitted for Edexcel endorsement. Fully aligned with the new specification, they provide all the content required for teaching and learning.

Gives you engaging and contemporary contexts
We know that you like to use practical and engaging case studies in your teaching. Both the Student Book and ActiveLearn Digital Service contain plenty of real-life case studies that focus entrepreneurs and businesses to which 14 to 16 year-olds can relate and aspire.

Supports you and your students with the finance elements
You’ve told us that the area students struggle with the most is finance. Whether that’s forecasting cash-flow, looking at exchange rate, or calculating break-even. We’ve included lots of finance-specific support for learners in the Student Book with additional support in our ActiveLearn Digital Service.

Provides support and stretch to help students of all abilities
We understand that GCSE (9–1) Business students are usually taught in mixed-ability classes. Our resources are designed to provide stimulating activities for learners who need extra support whilst also encouraging learners who are capable of achieving more.

Helps students prepare for the new linear exams
Our new resources will provide more support for exam preparation than ever before. Our Student Book, ActiveLearn Digital Service, Revision Guide and Workbook work seamlessly with the free qualification support to provide students with as much knowledge, skills and practice as they need in preparation for the linear assessment.

*You do not need to purchase published resources to deliver our qualifications.

Components overview

- Student Book.
- ActiveBook (eBook version of Student Book) – available in a range of institutional subscription rates.
- ActiveLearn Digital Service (digital teaching resources) – available in 1- or 3-year subscription options.
- Revision Guide.
- Revision Workbook.

Reserve your FREE Evaluation Pack
Find out more about our new published resources and reserve your FREE Evaluation Pack at: www.pearsonschools.co.uk/gcsebusiness2017ep
Key changes: GCSE (9–1) Business

These changes apply to all awarding organisations’ specifications.

Assessment changes

► Removal of controlled assessment. GCSEs in Business will now be assessed entirely by exam.

► Introduction of quantitative skills (calculation and interpretation) with a minimum of 10% of the subject marks to be allocated to these skills.

► Assessment objective weightings fixed at AO1 - 35%; AO2 - 35%; AO3 - 30%.

Content changes

The subject content published by the DfE represents 100% core content for all GCSEs in Business.

Changes are:

► Increased breadth and depth with new content to cover:
  ▶ e-commerce and digital communication
  ▶ the sales process and the importance to businesses of providing good customer service, including product knowledge, customer engagement and post sales service
  ▶ the role of procurement and the impact of logistical and supply decisions on businesses
  ▶ gross and net profit ratios, break even and average rate of return.

► Increased depth:
  ▶ through application to business contexts (small to large businesses operating in local, national and global markets)
  ▶ through business decision making.

► Increased emphasis on the interrelated nature of business activity.

► The economic environment is included but there is minimal overlap with economics subject content.

### What's happening and when?

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<thead>
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<th>What's happening</th>
<th>Autumn 2016</th>
<th>Spring 2017</th>
<th>Summer 2017</th>
<th>Autumn 2017</th>
<th>Summer 2019</th>
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</thead>
<tbody>
<tr>
<td>Accredited specification available</td>
<td>Published resources available*</td>
<td>Published resources available*</td>
<td>Start teaching new GCSE</td>
<td>First assessments take place</td>
<td></td>
</tr>
<tr>
<td>Start teaching new GCSE (3 years)</td>
<td>Attend a free Launch event</td>
<td>Attend a free Get Ready to Teach event</td>
<td>Attend a free Get Ready to Teach event</td>
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<tr>
<td>Find out about published resources*</td>
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NB. All information is correct at the time of printing but is subject to change. *You do not have to buy resources to teach the specification.*
Next steps...

Sign up for updates

Edexcel GCSE (9–1) Business
If you’re interested in teaching our qualifications, let us know so you receive important specification updates and support.
Sign up for updates at:
quals.pearson.com/gcsebusiness2017

Book on to a free launch event
Book your space on a free online of face-to-face launch event now to find out more about the qualification:
quals.pearson.com/businesslaunch

Reserve your FREE Evaluation Pack
Find out more about our new published resources and reserve your FREE Evaluation Pack at:
www.pearsonschools.co.uk/gcsebusiness2017ep