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GCSE
Business
2017



Launch event

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 Pearson



Agenda

- Why choose our specification
- The GCSE reforms
- Changes to all GCSEs in Business
- Our new GCSE (9-1) qualification
 - Overview
 - Content
 - Assessment
- Support
- Contact details and next steps



Developing enterprising minds

- Familiar course content and approach
- Clear and simple structure
- Engaging and contemporary contexts
- Clear and accessible assessments for all
- Trusted expert support when you need it

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GCSE Reforms



Overview of the changes

- Updated subject content from the DfE and assessment requirements from Ofqual
- Fully linear structure
- New 9 to 1 grading scale, with 9 the top level
- Tiering only in certain subjects such as Maths – no tiering in Business
- External assessments only, unless coursework or controlled assessment is the only valid option – no controlled assessment for Business
- No change to guided learning hours



The new 9-1 grading scale

- Broadly the same proportion of students will achieve a grade 4 and above as currently achieve a grade C and above
- Broadly the same proportion of students will achieve a grade 7 and above as currently achieve a grade A and above
- The bottom of grade 1 will be aligned with the bottom of grade G

New grading structure	Current grading structure
9	
8	A*
7	A
6	B
5	
4	C
3	D
2	E
1	F
	G
U	U

GOOD PASS (DfE)
5 and above = top of C and above

AWARDING
4 and above = bottom of C and above

Source:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/465873/your_qualification_our_regulation.pdf



GCSE timeline

	2016	2017	2018	2019
Current specification	Summer series as normal	Summer series as normal	Last assessment	
New specification		First teaching of two year GCSE		First assessment

- The last available assessment for the current GCSEs in Business will be June 2018
- The reformed GCSEs in Business will be reported in the 2019 performance tables



Timeline for all Business subjects

Level 1/2 Business qualifications are changing at different times and all new courses will be available from September 2017 for first assessment in summer 2019

Current qualifications Start: September 2016 Assessment or certificate: summer 2018	New qualifications Start: September 2017 Assessment or certificate: summer 2019
GCSE (2009) Business Studies GCSE (2009) Business Communications GCSE (2009) Business Studies and Economics	GCSE (2017) Business
GCSE (2009) Applied Business	BTEC (2017) Level 1/2 Tech Award in Business and Enterprise*
BTEC (2012) First Award in Business	* 'Business and Enterprise' is a provisional title and the name of this qualification is tbc



Timeline for all Business subjects

If you teach a 3-year KS4 you will be able to start new courses using draft materials from September 2016

Start: September 2016 Assessment or certificate: summer 2019	Notes
GCSE (2017) Business	Draft specification available from May 2016 Can start teaching from September 2016 using draft specification (subject to change) until accreditation
BTEC (2012) First Award in Business	We'll release more details about which BTEC qualifications will be available from September 2016 in due course to allow planning in your centre
BTEC (2017) Level 1/2 Tech Award in Business and Enterprise*	

* 'Business and Enterprise' is a provisional title and the name of this qualification is tbc

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Changes to all GCSEs in
Business



Assessment

- 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
- Fixed assessment objective weightings (rather than a range)



Content

- A change in name from Business Studies to Business
- Increased breadth and depth with new content
- Increased depth through application to business contexts and business decision-making
- More emphasis on the interrelated nature of business activity
- Minimal overlap with economics subject content



Impact of these changes

- There is more content to cover in the same amount of time
- Some content is new for GCSE Business
- The removal of controlled assessment means:
 - There is no practical requirement for the new course
 - There will be more curriculum time to cover the new content requirements
 - Without controlled assessment there is likely be more extended writing in the exam
- There might be an increase in the number of calculate questions in papers
- There will be no pathways

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Our new qualification



Our approach

- Our ambition is to develop a Business qualification that:
 - you will know and recognise
 - will allow you to teach topics you know your students will enjoy
 - keeps what you like about our current GCSE and changes the bits you don't
- We've worked with the teaching community, higher education and subject associations to design our new qualification
- We've had more than 170 conversations with teachers and other subject specialists



Our design principles

- Familiar course content and approach
 - We've kept the structure of our current specification to give you as much continuity as possible
- Clear and simple structure
 - Based on your feedback we've taken the opportunity to make improvements to the clarity and structure of our new specification and exam papers to make sure the new requirements are clear
- Engaging and contemporary contexts
 - You can continue to bring practical and engaging case studies into the classroom, and we'll continue to use real and relevant business examples in our assessments
- Clear and accessible assessments for all
 - Our new papers will build confidence through ramped questions which increasingly challenge students as they move through the paper



Specification overview



	Content overview	Assessment overview
Theme 1 Investigating small business	Enterprise and entrepreneurship Spotting a business opportunity Putting a business idea into practice Making the business effective Understanding external influences on business	Written examination: 1 hour and 30 minutes 50% of the qualification 90 marks
Theme 2 Building a business	Growing the business Making marketing decisions Making product decisions Making financial decisions Making human resource decisions	Written examination: 1 hour and 30 minutes 50% of the qualification 90 marks

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Content



Overview of changes



- The specification content has been updated to include all content areas within the DfE subject content
- We've also made changes in response to centre feedback to ensure the new specification is up-to-date
- Some content areas have been strengthened and others have been removed to meet the new requirements



New content

- Why new business ideas come about (1.1.1)
- The use of social media and reliability of data in market research (1.2.2)
- The role and importance of a business plan (1.4.4)
- Technology and business (1.5.2)
- Business growth (2.1.1)
- The impact of globalisation and how businesses compete internationally (2.1.3)
- The role of procurement (2.3.2) and the sales process (2.3.4)



New content



- Gross profit margin, net profit margin and average rate of return (2.4.1) and understanding business performance (2.4.2)
- Different ways of working (2.5.1), different job roles and responsibilities (2.5.2) and effective training and development (2.5.3)



Removed content



- Thinking creatively, lateral thinking and deliberate creativity
- What questions do entrepreneurs ask?
- Protecting ideas through patents and copyright
- The principle of calculated risk and seeing mistakes as part of the process
- Other important enterprise skills
- Start-up legal and tax issues
- Market demand and supply
- Maslow's Hierarchy of Needs
- Income distribution internationally and subsidies



Theme 1



- 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



- 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.

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Assessment



Assessment objectives



AO1 35%	Demonstrate knowledge and understanding of business concepts and issues
AO2 35%	Apply knowledge and understanding of business concepts and issues to a variety of contexts
AO3 30%	Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions



Quantitative skills



- Students will apply a range of quantitative skills relevant to business
- These comprise calculations and interpretation of data
- Quantitative skills will:
 - be assessed at a minimum of Key Stage 3 level
 - comprise a minimum of 10% of the total subject marks



Assessment overview



Paper 1 1BS0/01	Paper 2 1BS0/02
<p>Theme 1: Investigating Small Business Compulsory paper Externally assessed 50% of the total GCSE</p> <p>1 hour 30 minutes Multiple choice, short and extended answer (90 marks)</p>	<p>Theme 2: Building a Business Compulsory paper Externally assessed 50% of the total GCSE</p> <p>1 hour 30 minutes Multiple choice, short and extended answer (90 marks)</p>



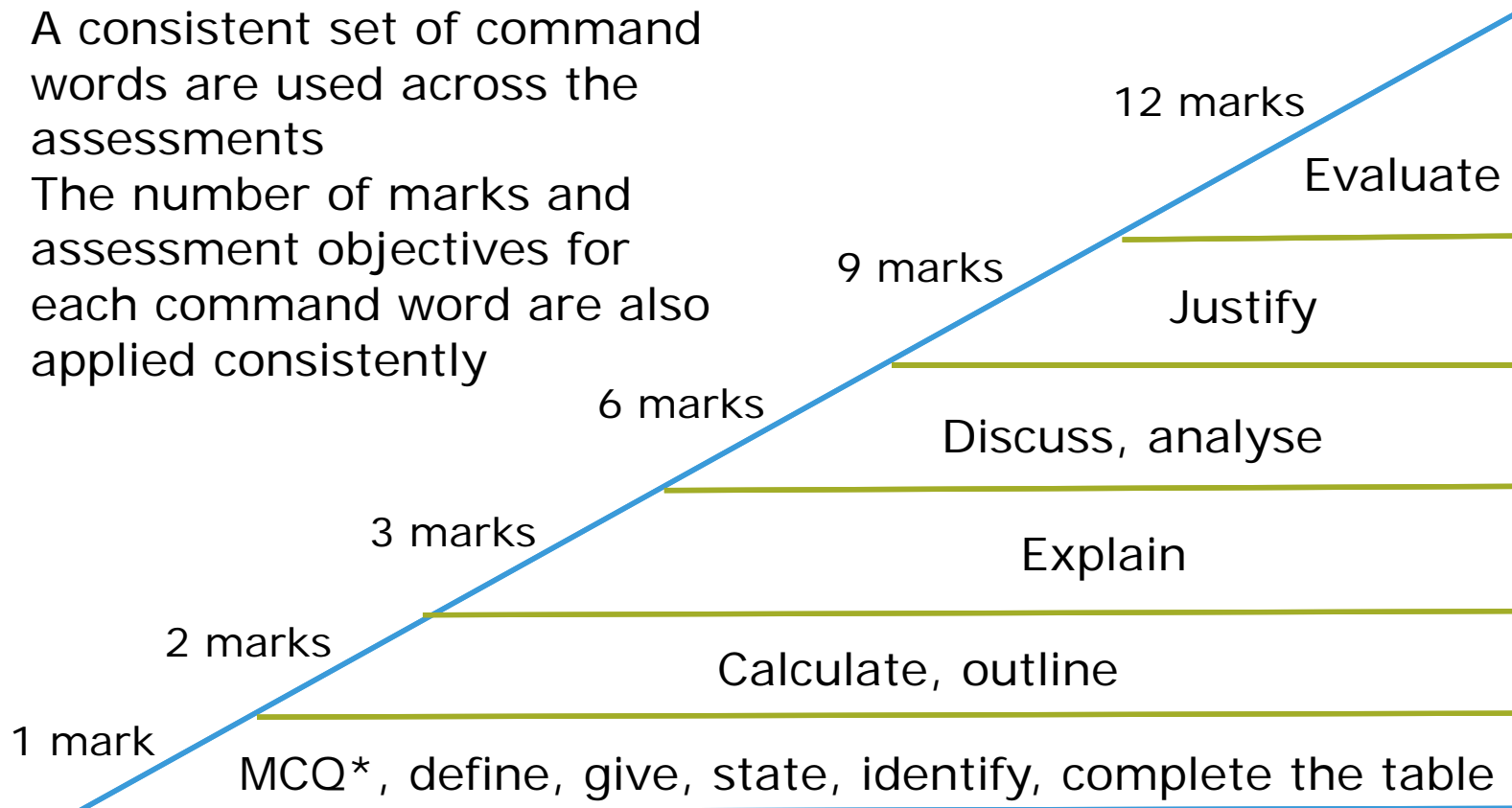
Paper overview

- Each paper has three sections:
 - Section A = 35 marks
 - Section B = 30 marks
 - Section C = 25 marks
- Questions in Sections B and C are based on business contexts
- Ramped questions increasingly challenge students as they move through the paper
- A taxonomy of command words has been carefully defined and will be used in the assessments



Command words

- A consistent set of command words are used across the assessments
- The number of marks and assessment objectives for each command word are also applied consistently



* 1 mark per selection; multiple choice questions may require the selection of more than one answer



Section A



- 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



- 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
 - Justify



Section C



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



Mark schemes



- Most questions have a points-based mark scheme
- These clearly show:
 - The number of marks for the question
 - The assessment objectives within each question
 - Example responses that would typically be expected
 - Any additional guidance
- The correct response is shown for multiple choice questions and calculations



Mark schemes

- Questions with 6 or more marks have a levels-based mark scheme
- These clearly show:
 - The number of marks for the question
 - The assessment objectives within each question
 - Indicative content
 - A levels grid which describes the qualities expected within responses
- The level descriptors are different for discuss, analyse, justify and evaluate and these will always be consistent within question type



Using levels-based mark schemes



- Examiners will use a 'best-fit' approach to decide which level most closely describes the quality of the answer
- If the response meets the descriptors fully it will be placed at the top of the level
- If it just meets the descriptors it will be placed near the bottom of the level

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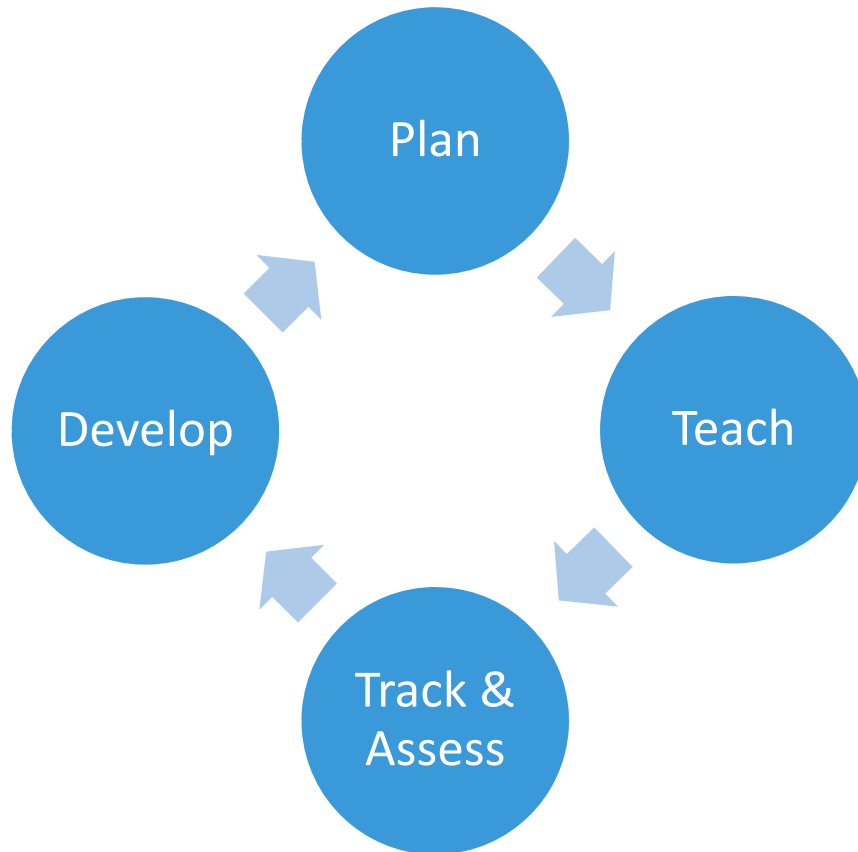


Support

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Supporting great Business teaching



- We will provide a comprehensive range of support to help you plan, teach, track and assess, and develop the new course.
- This includes free qualification support to download from our website as well as published resources*

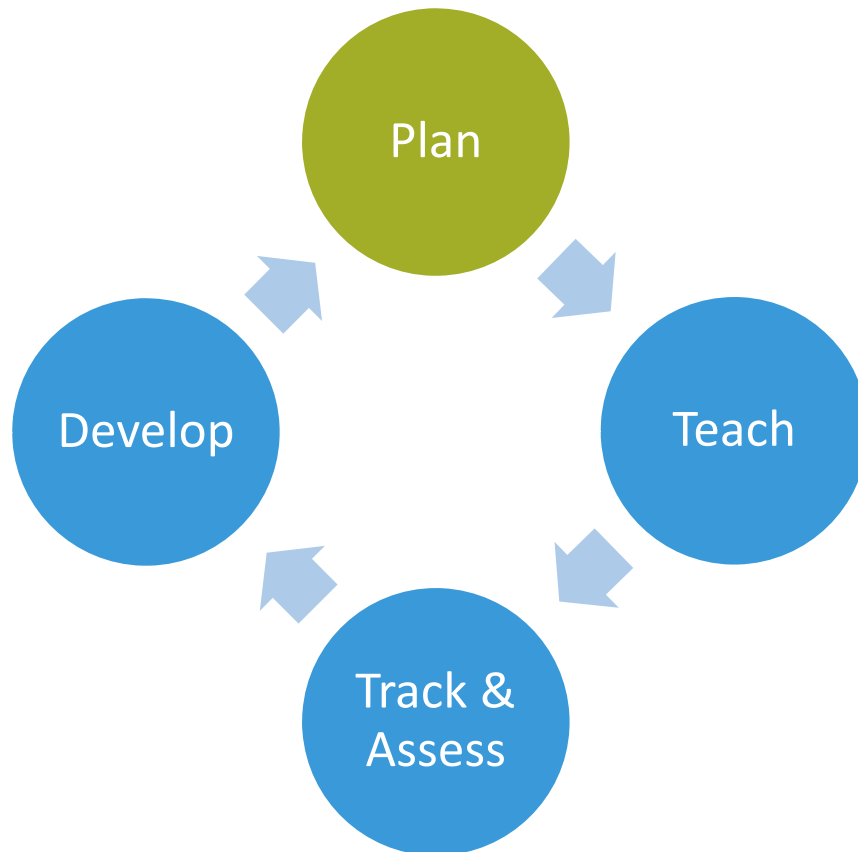
Free qualifications support:

<https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>

* You do not have to purchase any resources to deliver our qualification



Supporting great Business teaching



To help you plan the new course we are providing:

Free support for the qualification:

- Getting Started Guide*
- Course planners (for those planning to teach over 2 or 3 years)*
- Scheme of work
- Mapping guides*

Published resources from Pearson:

- ActiveLearn Digital Service
Teacher Guide

* These documents are available on our website in draft now



Supporting great Business teaching

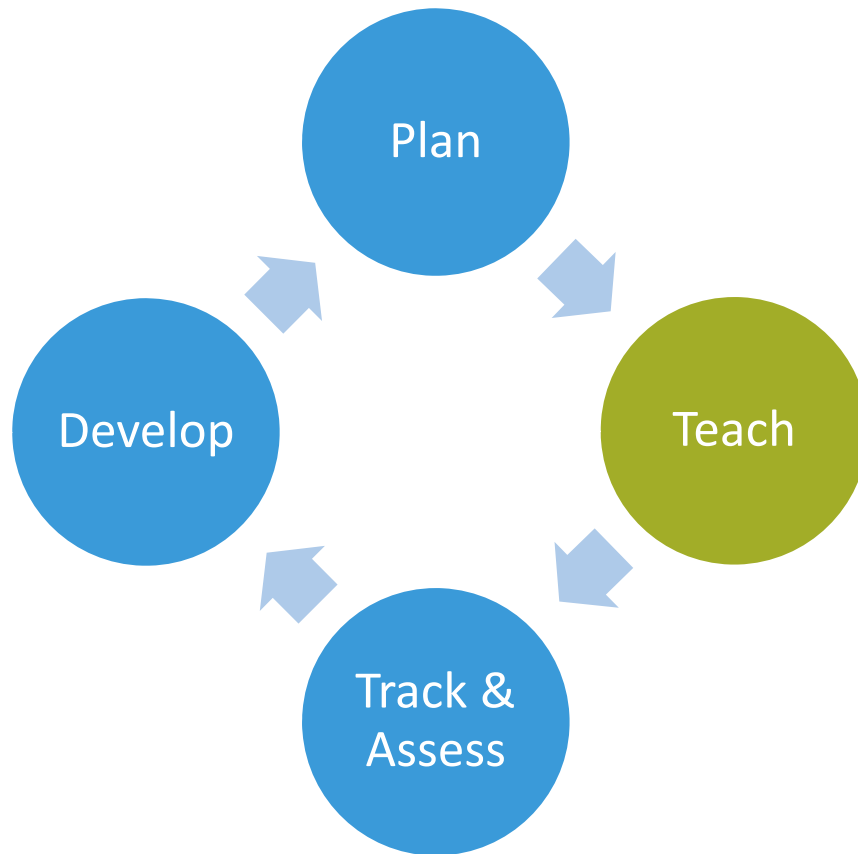
There will be lots of teaching and learning support to help you deliver the new qualification:

Free support for the qualification:

- Case studies
- A guide to using practical examples and business investigations
- Additional support for new content

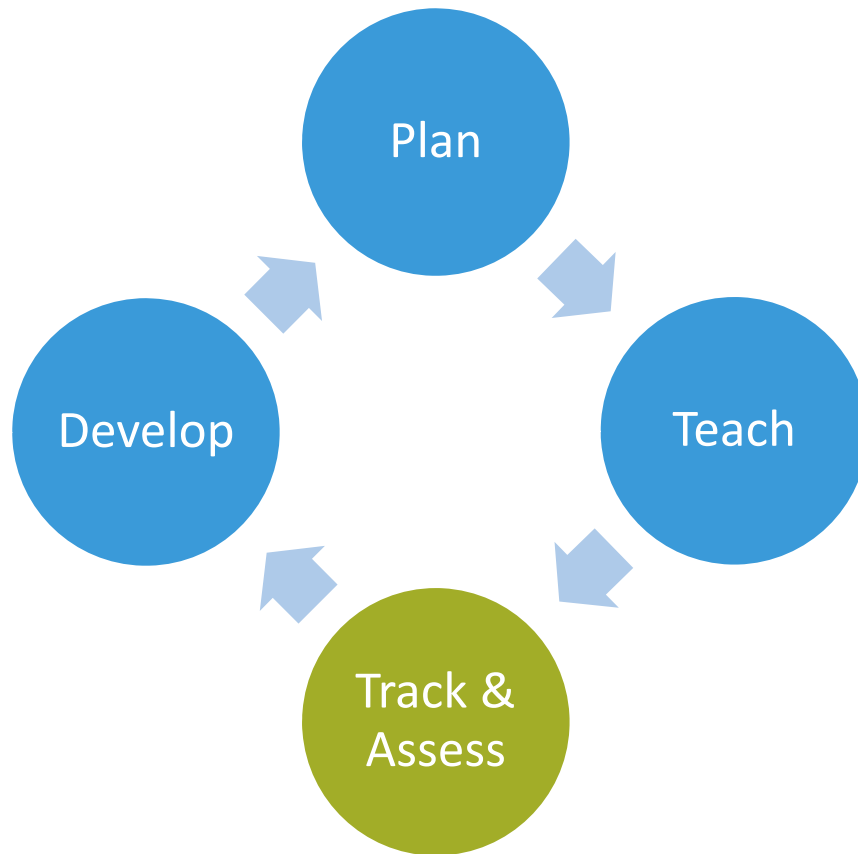
Published resources from Pearson:

- Student book and ActiveBook





Supporting great Business teaching



To help you prepare your students for the assessments:

Free support for the qualification:

- Specimen papers to support formative assessment and mock exams
- Marked exemplars of student work with examiner commentaries
- ResultsPlus and examWizard

Published resources from Pearson:

- Revision Guide and Workbook

* You do not have to purchase any resources to deliver our qualification

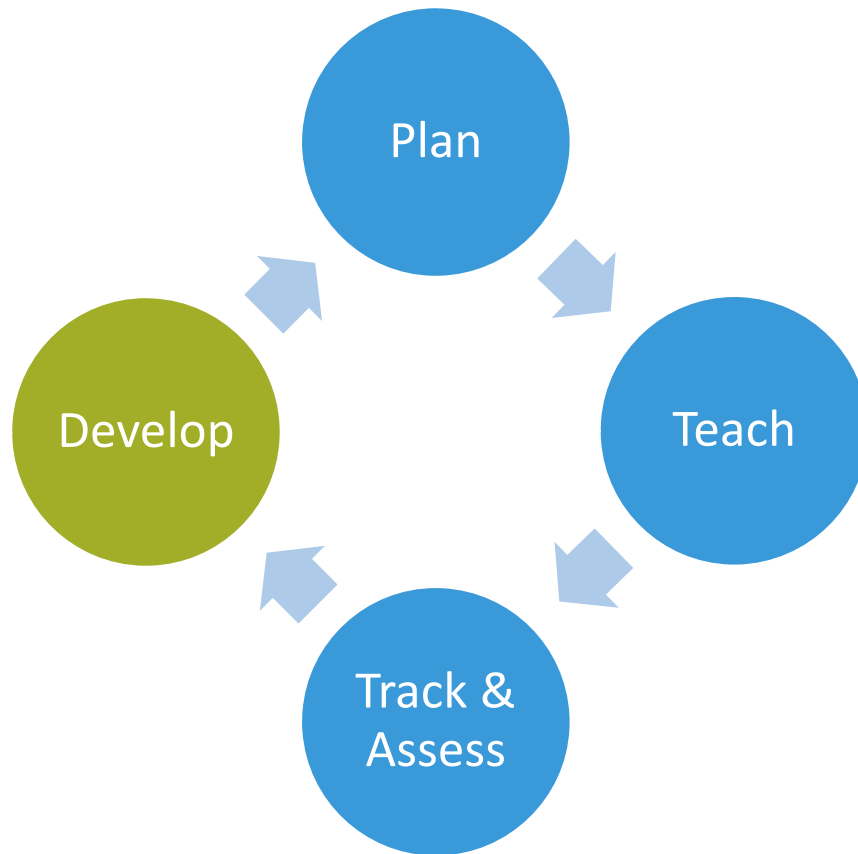


ResultsPlus and examWizard

- ResultsPlus provides the most detailed analysis available of your students' exam performance. This free online service helps you identify topics and skills where students could benefit from further learning, helping them gain a deeper understanding of Business.
- examWizard is a free exam preparation tool containing a bank of past Edexcel Business exam questions, mark schemes and examiners' reports, so you can create mock papers, homework or practice tests in minutes.



Supporting great Business teaching



Our training programme includes:

- Launch events
- Getting Ready to Teach events
- Mocks marking training

Our subject advisor team, led by Colin Leith, will guide you through all the changes and are on hand to answer any questions you might have



Published resources

- We are committed to helping teachers deliver our Edexcel qualifications and students to achieve their full potential.
- To do this, we aim for our qualifications to be supported by a wide range of high-quality resources, produced by a range of publishers.
- However, it is not necessary to purchase endorsed resources to deliver our qualifications.



Published resources

Pearson's new resources* for Edexcel GCSE (9-1) in Business:

- For students:
 - Student Book
 - ActiveBook (an ebook version of the student book)
 - Revision Guide
 - Revision Workbook
- For teachers:
 - ActiveLearn Digital Service Teacher Guide (planning materials and ActiveBook for front-of-class teaching)
- Publishing in Spring 2017

* These resources have not yet been endorsed.

* You do not have to purchase any resources to deliver our qualification



Other published resources

We are working with a range of publishers who are looking towards getting their resources endorsed*.

- Hodder:
 - Edexcel GCSE (9-1) Business Student Book written by bestselling Business author Ian Marcousé.
 - Edexcel GCSE (9-1) Business Teaching and Learning Digital Resources containing interactive resources, lesson planning tools, self-marking tests and assessment.
- ZigZag Education:
 - Photocopiable resources for learning, revision and exam practice, including: Course Companions, Learning Grids, Revision Guides, Practice Papers, Starters and Plenaries, and Online eRevision

* These resources have not yet been endorsed. This information is correct as of May 2016, but may be subject to change. No paid-for products or services are required to deliver Pearson Edexcel qualifications.

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Contact details and next steps



GCSE and A level Business

- Our GCSE (9-1) in Business has been designed to support progression to our new A level
- Our AS and A level qualifications provide progression, not repetition, from GCSE by building on the understanding developed at KS4 and removing unnecessary repetition, while appropriately supporting students new to the subject.
- Find out more about our AS and A level here: <https://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>



Pearson is recruiting for Business

We have exciting opportunities to become an examiner for Business and:

- get closer to the qualification you are teaching
- gain insight on National Standards
- grow your career.

To find out more please visit: www.edexcel.com/aa-recruitment

Information email: aaresourcing@pearson.com



Contact details

Your subject advisor is Colin Leith

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- Email:
TeachingBusiness@pearson.com



GCSE Business subject page:

<https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>



What next

Date	Activity
May 2016	Submission of draft specifications and sample assessments to Ofqual Draft specifications and sample assessments available on the Pearson website
May onwards	Awarding organisations work with Ofqual on any feedback The latest draft specifications and sample assessments will be made available on the Pearson website
May to October	Free face-to-face and online launch events to walk you through all the proposed changes
After accreditation	Accredited materials and support materials available on the Pearson website
Spring 2017	Free face-to-face and online Getting Ready to Teach events to help you prepare for first teaching



Next steps

Please complete your evaluation form for today's event.

- Complete your Evaluation form
- Sign up to subject advisor updates: email TeachingBusiness@pearson.com
- Visit the website for support materials:
<https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>
- Sign up for updates:
<https://qualifications.pearson.com/en/forms/gcse-and-a-level-2017.html>



Finally

- Any questions?