

GCSE BUSINESS & COMMUNICATION SYSTEMS



Examination Board: CCEA

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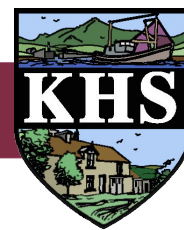
Overview

Through studying GCSE Business and Communication Systems, students:

- Gain business knowledge, understanding and skills;
- Gain practical ICT skills; and
- Gain an understanding of how ICT skills are used to enhance business activities, particularly through e-commerce.

This course is very relevant to today's business world. It helps students understand the changing role of ICT in business and economic activities. It also helps students understand the ways in which market environments are changing because of ICT, for example the rise of e-business. This course helps students develop practical ICT and business skills that are useful in a diverse range of employment roles. It also prepares students for studying business and ICT at a more advanced level.

Unit	Content	Assessment
Theme 1 – Use of ICT	In this theme, pupils will study and gain practical skills in; Word-Processing, Spreadsheets, Charts, Databases, Presentations and Using the Internet and Email. Through this theme, pupils will be equipped to deal with scenarios that businesses face on a daily basis. The final exam is a case study where pupils are asked to put the skills gained into practical use to help a business become more effective and efficient.	External Computer Based Exam (2 Hours) 40% of Final GCSE Mark
Theme 2 – The Business Environment	In this theme, pupils will study a range of aspects all businesses must consider including: Business Activity, Types of Business Ownership, Aims of Business, The Role of the Social Enterprise, Uncertainty, Risk, Reward and Change, Stakeholders, Customers, Communication, Business Ethics and Social Responsibility, Marketing, Market Research, Methods: Primary/Field and Secondary/Desk, Competition, Marketing Mix, Remuneration, Recruitment and Selection and Training	External Exam (1 Hour) 35% of Final GCSE Mark



Unit	Content	Assessment
Theme 3 – E-Commerce	In this theme, pupils will investigate the importance of E-Commerce to a business and how this can impact on their performance. Pupils will study the: Role of ICT, Advantages and Disadvantages of E-Business, Effective Business Websites, Legal Implications of E-Business and Web Design. Pupils will complete this as a controlled assessment.	Controlled Assessment 25% of Final GCSE Mark 30 Hours to Complete

Careers

Accountant, Actuary, Administrative Assistant, Careers in Advertising, Bank Manager/ Officer, Building Society Manager/Clerk, Business Manager, Distribution/Logistics, Administrator, Economist, Careers in Insurance, Investment Analyst, Local Government, Clerical Officer/Assistant, Local Environment Manager, Market Researcher, Careers in Marketing, Retail Manager, Financial Adviser, Civil Service Administrative, Civil Service Executive Officer, Hotel Manager, Quantity Surveyor, Management Consultant, Systems Analyst, Human Resources Officer, Business Development Adviser, TV/Film/Video Producer, Theatre Manager, Buyer/Purchasing Officer, Credit Manager/Controller, Charities Fundraiser/Appeals Manager, Company/Chartered Secretary.