

For exams January, May and November onwards  
For teaching from September 2021 onwards

SPECIFICATION 



Learning  
Resource Network

# LRN INTERNATIONAL GCSE BUSINESS STUDIES (7142)



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INTERNATIONAL TRADE  
2020

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## BACKGROUND TO LRN

Learning Resource Network (LRN) is a recognised Awarding Organisation that offers a range of qualifications to candidates, educational institutes, training providers, schools and employers.

LRN is recognised for its high quality qualifications that enable candidates to progress to other areas of study and employment in their designated fields.

In producing its qualifications, LRN uses the experience and expertise of academics, professionals working in the pertinent industries and assessment practitioners with a wealth of best practice and knowledge of validation, verification, delivery and assessment.

## ACCOLADES

### Queen's Award

In April 2020, LRN received the Queen's Award for Enterprise for International Trade. LRN is one of 220 organisations in the UK to be recognised with this prestigious accolade. This was in recognition of the expansion LRN brought to the overseas qualification market.

## MANAGEMENT SYSTEMS

LRN has been awarded international accreditation as part of its quality controls, policies, systems and overall approach to its management systems. These awards are externally validated by the British Assessment Bureau. LRN has achieved accreditation in the form of ISO 9001: Quality Management Systems, ISO 14001: Environment Management Systems and ISO 27001: Information Security Management Systems.

## CUSTOMER SERVICE EXCELLENCE

LRN has achieved the prestigious award of Customer Service Excellence. This is in recognition of its customer service practices, approach to managing and dealing with UK and Overseas customer needs, including the diverse needs of its centres.

LRN was the first UK Awarding Organisation to achieve Customer Service Excellence. Following reaccreditation in 2019, LRN received an award for Customer Service Excellence: Compliance Plus, demonstrating that LRN went above and beyond the delivery of its customer service principles.



## INTRODUCTION

This specification provides an overview to the LRN International GCSE Business Studies<sup>1</sup>. This document is suitable for various users, including candidates, centres, administrators, employers, parents/guardians, teachers (and other related staff) and examiners. The specification outlines the key features and administrative procedures required for this international qualification.

## OBJECTIVE

The LRN International GCSE Business Studies is designed to enable international candidates to demonstrate their ability in terms of a background to business studies, organisation in business (including management, employee engagement and monitoring costs) and marketing within the business environment.

## MODE OF DELIVERY

This qualification has been constructed to be delivered within centres. Centres will need to demonstrate to LRN, through the centre recognition processes, that they have the resources, facilities and competence to deliver. However, centres must be able to demonstrate, in line with LRN's criteria, that they have the means, capability, capacity and resources (including suitably qualified centre staff) to deliver by the method chosen by the centre.

## PROGRESSION

The LRN International GCSE Business Studies has been designed to reflect the wide variation in candidates' origins, levels of education and career aims. Progression opportunities may, therefore, take a variety of paths. Depending on the level of qualification achieved, it may be appropriate for the candidate to progress to:

1. Similar level 2 qualification in Business Studies;
2. LRN Level 2 Certificate or Diploma in Pre-A Foundation Studies;
3. LRN Level 3 Diploma in Pre-U Foundation Studies;
4. A higher level of any qualification – e.g. A-Level, Diploma
5. Vocationally Related Qualifications

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<sup>1</sup> LRN International GCSEs are globally recognised qualifications designed specifically for international candidates and are available outside the United Kingdom. Candidates based in England refer to the Ofqual register.

## QUALIFICATION OVERVIEW

Number	Subject Content	AO	Exam
1	Business studies	1	Combination of written exam papers (externally set and marked)  <b>Paper 1:</b> Short Answer and Data Response  Duration: 1 hour 30 minutes  <b>Paper 2:</b> Case Study  Duration: 1 hour 30 minutes
2	Organisation in business	2 and 3	
3	Internal and external influence in business	1 and 2	
4	Marketing in the business environment	2 and 3	

## BREAKDOWN OF ASSESSMENT OBJECTIVES

**AO 1** – demonstrate knowledge and understanding of business concepts and issues

**AO 2** – apply knowledge and understanding of business concepts and issues to a variety of concepts

**AO 3** – analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions

## ASSESSMENT

The assessment for this qualification consists of written exam papers, set and marked by the LRN.

Assessment objectives (AOs)	Weighting	
	Paper 1	Paper 2
AO1	50%	30%
AO2	20%	20%
AO3	30%	50%

## **GUIDED LEARNING HOURS**

The guided learning hours (GLH) for this qualification are 130. Please note the hours stated are indicative.

## **ENTRIES CODES**

One entry per qualification is sufficient and will cover all the question papers including certification.

## **PRIVATE CANDIDATES**

Centres are advised that private candidates are only to be enrolled with prior agreement and confirmation from LRN.

## **GRADING**

Results are reported, as 9 to 1.

## **RESULTS**

Exam series are in:

- January (results released in March)
- June (results released in August)
- November (results released in January)

## **RE-TAKES**

Whereas candidates can re-take the whole qualification as often as they wish, individual components cannot be re-taken as it is a traditional linear specification.

Please remember, one entry per qualification is sufficient and will cover all the question papers including certification.

## CUSTOMER SERVICE STATEMENT

Learning Resource Network (LRN) is committed to ensuring all customers are dealt with promptly and in a professional and helpful manner. In order to guarantee this, we commit to ensuring the following in our day to day interactions with candidates, assessment centres and our stakeholder network:

- All customers will be treated equally and with respect;
- All customer information will only be used in a way which has been agreed in advance, unless we are informed of something that places them or others at risk of harm;
- All customers will be treated by staff in a professional manner.

LRN has arrangements in place to provide a telephone and e-mail helpdesk which will be staffed from 09:00 to 17:00 from Monday to Friday. Furthermore, it will respond to each e-mail, letter or telephone message it receives regarding feedback on its qualifications, centre approvals process or other matters relating to its products and/or services. The timetable for responding is as follows:

- E-mail: 5 working days
- Letter: 5 working days
- Telephone message: 5 working days

## DIVERSITY AND EQUALITY

Learning Resource Network (LRN) is committed to ensuring fair and equal access to its qualifications, examinations and support materials. Our Diversity and Equality policy seeks to eliminate unjustifiable discrimination, harassment and/or victimisation and to advance equality of opportunity, thereby ensuring all candidates are treated fairly, in accordance with the protected characteristics of the Equality Act 2010. Specifically, we comply fully with the requirements laid out in the Equality Act 2010. In addition, and within the constraints of this policy, LRN will have due regard for the General data Protection Regulations (GDPR) in the retention of information which is unnecessary.

1 Business studies	
<b>Aim</b>	
The aim of this subject content is to improve the ability of learners in business functions. Learners will be introduced to a range of business activities such as sales, marketing, operations, people and systems (including processes). The intention is for learners to gain an insight as to how business is driven by a cross-section of activities which interweave and rely upon each other in order to function successfully.	
Learning Outcomes - The learner will:	Assessment Criteria - The learner can:
1 Understand the role and purpose of business.	1.1 <b>Explain</b> the influences which affect business operations.
	1.2 <b>Describe</b> the challenges facing businesses in the 21 <sup>st</sup> century.
	1.3 <b>Summarise</b> how customer needs and perceptions have changed.
	1.4 <b>Outline</b> the risks facing business, specifically: (i) sole-trader, (ii) partnership, (iii) private limited company (Ltd), (iv) public limited company (Plc), (v) not for profit organisation, and (vi) franchise
	1.5 <b>Outline</b> the rewards which businesses can reap.
2 Understand the basic requirements of starting a business.	2.1 <b>Explain</b> the benefits of the following business types: (i) sole-trader, (ii) partnership, (iii) private limited company (Ltd), (iv) public limited company (Plc), (v) not for profit organisation, and (vi) franchise.
	2.2 <b>Explain</b> different methods of raising finance for starting a business, specifically: (i) own capital, (ii) bank loans, (iii) debentures, (iv) share capital, (v) crowd funding.
	2.3 <b>Evaluate</b> the importance of establishing a business identity.
	2.4 <b>Explain</b> the importance of developing suitable products for a business.
3 Understand the purpose and core functions of a business.	3.1 <b>Describe</b> how businesses can add value to existing markets.



		3.2	<b>Explain</b> how business relies on communication and cooperation in meeting the needs of its market.
		3.3	<b>Evaluate</b> the importance of business planning in terms of assessing the needs of products and services for customers.
		3.4	<b>Define</b> the core functions of a business.
		3.5	<b>Describe</b> enterprise and entrepreneurship.
4	Understand the importance of stakeholder engagement in a business.	4.1	<b>Define</b> the role of stakeholders within a business.
		4.2	<b>Explain</b> the optimum way in which stakeholders can be engaged in business operations.
		4.3	<b>Identify</b> ways to manage stakeholder conflict within business operations.
		4.4	<b>Define</b> internal and external stakeholder requirements.

<b>2</b>	<b>Organisation in business</b>		
<b>Aim</b>			
The aim of this subject content is to allow learners to demonstrate a basic understanding as to the importance of organisation within business. Learners must be able to demonstrate their knowledge of simple organisation structures, complex (e.g. – hierarchal) structures and how these align with certain types of business organisations. Learners must also demonstrate a basic understanding as to the importance of effective employee engagement in business operations.			
<b>Learning Outcomes - The learner will:</b>		<b>Assessment Criteria - The learner can:</b>	
1	Understand the concepts of organisational management.	1.1	<b>Define</b> organisational management.
		1.2	<b>Identify</b> the principles of organisational management.
		1.3	<b>Describe</b> the importance of effective organisational management in business.
		1.4	<b>Differentiate</b> between organisational management and business operations.
		1.5	<b>Outline</b> the challenges in maintaining business operations
		1.6	<b>Explain</b> the impact of ICT in organisation effective business operations.
2	Understand the role of management hierarchy in business.	2.1	<b>Evaluate</b> the role of management in business.
		2.2	<b>Define</b> various leadership styles for use in business management.
		2.3	<b>Define</b> means of hierarchical structure: (i) chain of command, and (ii) span of control.
		2.4	<b>Outline</b> the various levels of hierarchy across business.
		2.5	<b>Explain</b> the importance hierarchy within business management.
3	Understand the importance of a human resources function in maintaining business operations.	3.1	<b>Describe</b> the importance of effective employee management.
		3.2	<b>Describe</b> the role fulfilled by human resources within the workplace.

		3.3	<b>Define</b> how legal controls influence effective business management in terms of: (i) employment contracts, (ii) health & safety, (iii) minimum wage and working hours, (iv) employee contracts (including schedule of employment particulars, (v) unfair dismissal, and (vi) harassment and discrimination.
		3.4	<b>Identify</b> ways to recruit and select employees.
		3.5	<b>Differentiate</b> between internal and external recruitment and selection methods.
		3.6	<b>Outline</b> the role of a trade union within the workplace.
		3.7	<b>Explain</b> the benefits of training and development in maintaining morale and motivation of the workforce.
		3.8	<b>Outline</b> the stages involved in the recruitment and selection process.
4	Understand the importance of monitoring costs in business.	4.1	<b>Describe</b> the purpose of cash flow management in business operations.
		4.2	<b>Define</b> various of types of internal and external costs associated in business operations.
		4.3	<b>Identify</b> the process of setting different types of budgets for various business functions.
		4.4	<b>Identify</b> the causes of cash flow problems.
		4.5	<b>Explain</b> the concept of break-even analysis.
		4.6	<b>Define</b> (i) variable costs, (ii) flexible costs, (iii) revenue, (iv) profit and loss, and (v) overheads
		4.7	<b>Outline</b> the principle of working capital.
		4.8	<b>Explain</b> the purpose of the following documents: (i) statement of cash flows, (ii) statement of comprehensive income, (iii) statement of financial position.

<b>3</b>	<b>Internal and external influences in business</b>		
<b>Aim</b>			
The aim of this subject content is to improve the candidate's understanding as to the way in which internal and external influences affect business decisions, funding, management and overall functions within business.			
<b>Learning Outcomes - The learner will:</b>		<b>Assessment Criteria - The learner can:</b>	
1	Understand the importance of internal stakeholder agreement in business operations.	1.1	<b>Define</b> the term internal stakeholder.
		1.2	<b>List</b> examples of internal stakeholders.
		1.3	<b>Outline</b> how internal stakeholders are able to affect business operations
		1.4	<b>Describe</b> the way in which internal stakeholder corroboration advances business operations
		1.5	<b>Explain</b> the importance of seeking internal stakeholder agreement before embarking on major business operations.
2	Understand the importance of external influences in business operations.	2.1	<b>Define</b> the term external stakeholder.
		2.2	<b>List</b> examples of external stakeholders.
		2.3	<b>Describe</b> the way in which external stakeholder communication is an essential element in business.
		2.4	<b>Define</b> the relationship between marketing and external business stakeholders.
3	Understand the impact of influences and how it affects business functions.	3.1	<b>Describe</b> the impact of the Gross Domestic Product (GDP) on business.
		3.2	<b>Explain</b> the purpose of a SWOT Analysis.
		3.3	<b>Explain</b> the purpose of a PESTLE Analysis.
		3.4	<b>Define</b> how SWOT and PESTLE can be used effectively in business operations.

		3.5	<b>Outline</b> ways in which globalisation impact on the business environment.
		3.6	<b>Outline</b> the stages involved in a typical business cycle.
		3.7	<b>Explain</b> how the following factors impact on business functions: (i) interest rates, (ii) VAT rates, (iii) changes in government policy, and (iv) ethical issues and codes of conduct.

4 Marketing in the business environment			
<b>Aim</b>			
The aim of this subject content is to improve the candidate's understanding as to the importance of marketing within a business context. Learners will need to demonstrate their understanding in terms of knowing how marketing can be used effectively to meet the needs of the business, know how to implement the principles of marketing within a business context and appreciate the impact of market forces, market conditions and market competitiveness.			
Learning Outcomes - The learner will:		Assessment Criteria - The learner can:	
1	Understand the importance of effective marketing in business	1.1	<b>Define</b> the term marketing.
		1.2	<b>Explain</b> aspects of the marketing mix within a business context.
		1.3	<b>Explain</b> the purpose of marketing within business.
		1.4	<b>Outline</b> how effective marketing relies on targeted customer communication.
2	Understand the principles of marketing within a business context.	2.1	<b>Summarise</b> the 7Ps in marketing.
		2.2	<b>Differentiate</b> between market conditions and market competitiveness.
		2.3	<b>Describe</b> the intention of market segmentation.
3	Understand niche marketing and how it influences marketing strategy.	3.1	<b>Describe</b> the meaning of niche marketing.
		3.2	<b>Explain</b> how marketing strategy relies on targeting customer requirements.
		3.3	<b>State</b> the limitations of implementing niche marketing opportunities.