



Penryn  
College

"Achieving through Challenge"

June 2024

Dear Students and Parents/Carers

We are writing to let you know that the Enterprise and Marketing course you chose as one of your options for next year is changing to a GCSE in Business Studies. We hope you will stay with the course but want you to have the opportunity to understand why we have made the change. We apologise that this decision wasn't made in time for the Options process, but we had to consider a number of factors first, including matching the right course to the learners who have chosen to study Enterprise and Marketing.

We have decided to switch to AQA Business GCSE, from September 2024. We are confident that the AQA Business GCSE course offers a more up-to-date and practical business education. The old OCR course included inflexible coursework elements, which we have been forced to follow for a few years, and we believe this new course will allow us to support our learners better, with the extra resources and time available at our disposal.

The AQA GCSE covers 6 units which lead to an exam in Year 11, which comprises 2 papers worth 90 marks each. The units cover real-world application of all aspects of business that enable learners to pursue further studies in business, management, administration, economics and accounting with confidence, as well as helping our learners with their own enterprises.

The two-year course covers how to identify business opportunities, legal structures for business, business planning and evaluation, managing stakeholders, financial management, sources of capital, human resources, how to grow a business, marketing, ethical and environmental implications, tax, interest rates, employment, consumer trends, globalisation, legislation, efficient production methods, procurement, logistics, quality control, customer service, marketing methods, market research, and promotion and advertising.

Without the coursework to complete, we will have more time to explore and apply the learning to real-world local businesses, develop students' own ideas and equip our learners with valuable and necessary skills currently demanded by the jobs market.

There are lots more resources to support students' learning online, such as BBC Bitesize, Tutor2U and Seneca, which were not available for the Enterprise and Marketing course and we are confident that GCSE Business delivers a better programme of study for our students overall.

Overall, we feel it is clear that the time is right for us to change this course and we hope that you are as excited about the new course as we are. If there are any questions about the change or if there are things you wish to discuss about the course option, please feel free to contact us at the college on 01326 372379 or via email at [TWiddon@penryn-college.cornwall.sch.uk](mailto:TWiddon@penryn-college.cornwall.sch.uk).

Yours sincerely

*T Widdon*

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