Business Studies

Business Studies is a dynamic and integrated subject where students are introduced to what goes on in the world of business. This is achieved by allowing students to be involved in activities through which they will experience the decision-making processes faced by all those in the real world of business.



Students will have opportunities to be involved in case studies, investigations, simulations, organising an event of their choice and up-to-date news debates. They will also have opportunities to have direct contact with businesses in the local area. Information Technology is an integral part of the course and students will have the opportunity to develop an understanding of how technology is used in business.

Business Studies is open to any student who is enthusiastic, prepared to work hard and participate fully in the practical and theoretical activities in preparation for their final examinations.

Students can study GCSE Business Studies at Key Stage 4 and Level 3 Cambridge Technicals in Business at Key Stage 5.



GCSE Business Studies

On this course you will discover how people earn a living in business. It will help prepare you to enter a wide variety of careers and succeed in business for yourself.

What is in this course?

· Practical work

· Investigating the part played by people in business

· Investigating different types of business organisations

· Identifying the costs and revenues of a business

· Examine how businesses promote their products

· Examine the content of a business plan

· Explore the financial needs of a business

Course Structure:

Unit	Unit Content	Assessment	Weighting
Unit 1 Starting a Business	• Creating a Business • Marketing • Business Operations	Written examination paper - 1.5 hours at the end of Year 11	40%
Unit 2 Developing a Business	• Human Resources • Business Growth • Finance	Written examination paper – 1.5 hours at the end of Year 12	40%
Unit 3 Planning a Business	• Business Plan	Controlled Assessment	20%

Tiers of Entry:

There is one tier of entry and pupils can achieve up to an A* grade.

Career Pathways:

Business Management, Accountancy, Banking, Human Resources, Marketing and Advertising.

Level 3 Cambridge Technicals in Business

The most important requirement to take on this Business course is a lively and enquiring mind, an interest in Business, a willingness to explore new ideas and an ability to communicate your ideas effectively.

It is not a requirement that you should have studied GCSE Business Studies to take on this Vocational A Level. Several topics covered in the course are further development of work covered at GCSE Level, with others being new.

Course Structure:

Unit	Unit Title	Assessment	Level
1	The Business Environment	External Examination – 2 hours	AS – Year 13
4	Customers and Communication	Internal Assignment	AS – Year 13
2	Working in Business	External Examination - 1.5 hours	A2 – Year 14
5	Marketing and Market Research	Internal Assignment	A2 – Year 14
8	Human Resources	Internal Assignment	A2 – Year 14

Career Pathways:

Business Management, Accountancy, Banking, Human Resources, Retail Distribution Management, Law/Solicitor, Teaching, Marketing or Advertising.

