

Business Studies

Welcome to the Business Department

Curriculum Information 2018-2019

The Team:

Mr S Williams Business Studies Teacher / Assistant Headteacher

Introduction to the Department:

In the Business Studies department, we aim to give pupils an opportunity to begin to develop their business knowledge and understanding, looking to how businesses are started, planned and developed including aspects such as customer service, marketing, finance and personnel.

Key Stage 3 Information:

Business Studies is not taught at Key Stage 3.

Key Stage 4 Information:

Examination Board used:

We follow the AQA exam specification. This GCSE course is designed to give pupils a broad understanding of the business environment that they will enter when they leave education and is graded 9-1. It comprises two units, covering 6 topics. This is a GCSE which consists of two examination papers, as follows:

Paper 1: Paper 1 – Influences of operations and HRM on business activity (assessed through 1hr 45min exam 50% of final mark)

The aim of this unit is to provide pupils with an understanding of the importance of external influences on business and how businesses change in response to these influences and is assessed on:

- Business in the real world
- Influences on business
- Business Operations
- Human resources

Unit 2: Paper 2 – Influences of marketing and finance on business activity (assessed through 1hr 45min exam 50% of final mark)

This unit builds on pupils learning from unit 1 and they need to be aware of the impact business in the real world has on the four functional areas of business:

- Business in the real world
- Influences on business
- Marketing
- Finance

Qualification to be obtained:

GCSE

Other Information

Y11 – trip to Thorpe Park investigation marketing and promotion.