



BUSINESS STUDIES

Course Content

KS 4

GCSE Learners will follow the EDEXCEL Business Studies GCSE Syllabi.

The GCSE is separated into 3 units;

Unit 1- Introduction to Small Business

This unit contains five topics:

- Spotting a business opportunity
- Showing enterprise
- Putting a business idea into practice
- Making the start-up effective
- Understanding the economic context

Unit 2- Investigating Small Business (Controlled Assessment)

This unit contains five topics:

- Spotting a business opportunity
- Showing enterprise
- Putting a business idea into practice
- Making the start-up effective
- Understanding the economic context

Unit 3- Building a Business

This unit contains five topics:

- Marketing
- Meeting customer needs
- Effective financial management
- Effective people management
- The wider world affecting business

How Learners Are Assessed:

GCSE Learners will be assessed formatively and summatively to ensure progress is identified at all stages. The weighting of assessment for each unit can be seen below:

- Unit 1- 25%
- Unit 2- 25%
- Unit 3- 50%

BTEC

Learners will follow the EDEXCEL Level 2 BTEC Award in Business Studies Syllabi (equivalent to 1 GCSE).

The course is separated into 4 units;

Unit 1- Enterprise in the Business World

Unit 2- Finance for Business

Unit 3- Promoting a Brand

Unit 8- Recruitment, Selection and Employment

KS5 (Year 13 – Outgoing Specification)

GCE (A Level)

Learners will follow the EDEXCEL Business Studies GCE Syllabi.

The GCE is separated into 4 units;

Unit 1- Developing New Business ideas

This unit contains the following topics:

- Characteristics of successful entrepreneurs
- Identifying a business opportunity
- Evaluating a business opportunity
- Economic considerations
- Financing the new business idea
- Measuring the potential success of a business idea
- Putting a business idea into practice

Unit 2- Managing the Business

This unit contains the following topics:

- Marketing plan
- Managing the provision process
- Managing other people
- How does a business budget effectively?

Unit 3- International Business

This unit contains the following topics:

- Why does a business seek international markets?
- Key players in the world economy
- How does a company decide which countries to target?
- Other considerations before trading internationally
- Globalisation
- Are multinationals a force for good or should they be controlled?

Unit 4- Making Business Decisions

This unit contains the following topics:

- Corporate objectives and strategy
- Making strategic decisions
- Assessing competitiveness
- Company growth

Learners will be assessed formatively and summatively to ensure progress is identified at all stages. The weighting of assessment for each unit can be seen below:

- Unit 1- 25%
- Unit 2- 25%
- Unit 3- 25%
- Unit 4- 25%

Homework

Homework is a vital part of the modular courses and includes a variety of different tasks, e.g. researching, assessing, analysing and written work. It is intended to be an extension of work done in the lesson or a preparation for the next lesson and it provides an opportunity to develop independent study skills. It is set every week at both KS4 and KS5.

Revision, Intervention and Enrichment

The Business Studies faculty offer Homework and intervention classes after school from Tuesday-Friday. KS4 classes are available for those needing help with Homework on Tuesday and Wednesdays for those learners aiming to improve progress in the subject. KS5 classes are available on Thursdays and Fridays for those targeted for further intervention.

BTEC

Learners will follow the EDEXCEL Level 3 BTEC Extended Diploma in Business Studies Syllabi (equivalent to 3 A levels).

The course is separated into 18 units;

Unit 1- The Business Environment

Unit 2- Business Resources

Unit 3- Introduction to Marketing

Unit 4- Business Communication

Unit 5- Business Accounting

Unit 9- Creative Product Promotion

Unit 10- Market Research in Business

Unit 13- Recruitment and Selection in Business

Unit 16- Human Resource Management in Business

Unit 18- Managing a Business Event

Unit 19- Developing Teams in Business

Unit 23- Aspects of the Legal System and Law-making Process

Unit 27- Understanding Health and Safety in the Business Workplace

Unit 29- Understanding Retailing

Unit 33- The Impact of Communications Technology on Business

Unit 36- Starting a Small Business

Unit 37- Understanding Business Ethics

Unit 38- Business and the Economic Environment

KS5 (Year 12 – 2015 Specification)

GCE (A Level)

Learners will follow the EDEXCEL Business Studies GCE Syllabi.

The GCE is separated into 4 themes;

Theme 1 -

This unit contains the following topics:

- 1.1 Meeting customer needs
- 1.2 The market
- 1.3 Marketing mix and strategy
- 1.4 Managing people
- 1.5 Entrepreneurs and leaders

Theme 2 -

This unit contains the following topics:

- 2.1 Raising finance
- 2.2 Financial planning
- 2.3 Managing finance
- 2.4 Resource management
- 2.5 External influences

Theme 3 -

This unit contains the following topics:

- 3.1 Business objectives and strategy
- 3.2 Business growth
- 3.3 Decision-making techniques
- 3.4 Influences on business decisions
- 3.5 Assessing competitiveness
- 3.6 Managing change

Theme 4 -

This unit contains the following topics:

- 4.1 Globalisation
- 4.2 Global markets and business expansion
- 4.3 Global marketing
- 4.4 Global industries and companies (multinational corporations)

Learners will be assessed formatively and summatively to ensure progress is identified at all stages. The organisation of assessment for each paper can be seen below:

- Paper 1 – Themes 1 & 3
- Paper 2 – Themes 2 & 4
- Paper 3 – Synoptic Paper