

Subject:

BUSINESS STUDIES

Business Studies Intent:

Our Exam Board is: AQA

The Business Studies department aims to provide our students with the skills and knowledge required to flourish in an ever-changing society. We aim to ensure that our students can go out into the dynamic contemporary business world with the attributes necessary to be successful employees and leaders. Business students at Yateley School will be entrepreneurial, independent learners, confident presenters and strong team players with a sound understanding of the world in which they live.

The Big Questions...

Year 10	Year 11
<p>Business in the real world (Sept-Dec):</p> <ul style="list-style-type: none"> - What makes a successful business? How can business grow and what happens when business fail? How does the environment affect the actions of a business and the perception of their customers? How can businesses make bigger and bigger profits when customers want to spend less and less? Why is business location so important and how did the internet change the business environment? <p>Influences on Business (Jan-Apr):</p> <ul style="list-style-type: none"> - What are interest rates and exchange rates and why are they so important to some businesses? What impact has globalisation had on businesses and what opportunities does it present? What is more important to a business, ethics or profit? Can you evaluate whether competition is health or destructive for a business? How does consumer income affect business activities and which businesses benefit most when our incomes fall? <p>Business Operations (May-Jul):</p> <ul style="list-style-type: none"> - How do businesses produce products to meet customer needs? What is more important, quality or price? Why might customer service be the most important factor in successful businesses? What are supplier relationships and why do they impact on both businesses? 	<p>Human Resources (Sept-Nov):</p> <ul style="list-style-type: none"> - Are people the most important resource any business has? Can every job motivate and can every person be motivated? What is more important: pay or the job itself? How are business structured to get the most from their employees? Are smaller businesses more efficient than bigger business... or the other way around? Why do businesses train their employees and does the same approach to training always work? <p>Marketing (Dec-Feb):</p> <ul style="list-style-type: none"> - What was the design process, planning and research that goes into your latest Smart Phone? How does great branding increases the price of everything you buy? What impact does celebrity endorsement really have on the price of products? What are the 4P's and which one is most important? How can a business find out what potential customers really want? <p>Finance (Feb-Apr):</p> <ul style="list-style-type: none"> - Is cash the lifeblood of a business? Where can businesses source finance from and which types of finance should they select? Can you really work out if a business will be successful using just financial data? What is breakeven and why is it the #1 objective for all businesses? Can you really forecast the finances of a business into the future and how can it go wrong?

What skills will I develop?

- In a world where competitive advantage in the career market is of growing importance, Business Studies is a subject that directly relates to the world of work. It is a subject area that keeps your options open, both for further study and for your chosen career.
 - You will gain valuable, transferable skills such as teamwork, detailed written and verbal communication and also
 - If you chose not to become an employee, you will have the skills and knowledge to start your own business!

How will I be assessed?

At Key stage 4 work is assessed termly through GCSE graded exams on the units shown above so that students can understand their strengths and weaknesses on each unit. We also deliver weekly knowledge testing on ShowMyHomework. Teacher feedback is given verbally, in books and on assessed work so that pupils can improve their understanding before moving on to the next section of the course.

Examination: The end of the GCSE course is 100% exam-based and will involve two GCSE papers, taken at the end of Year 11. Both papers are 1hr 45 mins long.

What great resources can I use?

- www.bbc.co.uk/bitesize contains great links to all materials studies as well as test you can take online
- <https://www.tutor2u.net/business/reference> - every possible Business Studies revision material, test, video and example you could think of! This comes highly recommended for GCSE students
- <https://www.businessed.co.uk/> - a series of case studies and mini lessons that cover a wide range of the spec all freely available.
- www.senecalearning.com is excellent! Make sure you select AQA when testing yourself!

Three ways that parents/carers can help...

1. There are brilliant shows on Netflix and terrestrial TV that will deepen student understanding. "The founder" (Netflix), The Apprentice (BBC), Dragons Den (BBC), Undercover Boss (4) and "Steve Jobs" (Netflix) should inspire students to look deeper into the world of business.
2. Encourage your child to setup a small business selling products or offering services. A real understanding of revenue, costs, profit (and possibly loss!) will help them enormously.
3. Set time aside to encourage your child to read the business news online (The Guardian, BBC, Sky Business etc) or in newspapers and discuss the stories with them to share their thoughts.