

Subject:

Business Studies

Business Studies Intent:

Our Exam Board is: AQA

The Business Studies department aims to provide our students with an understanding of how the businesses all around us operate and the impact they have on our economy and our society. Students are encouraged to think as business people and leaders, to see new business opportunities and strategies for success in the context of current events and a business environment that is constantly changing.

The Big Questions...

Year 12	Year 13
<p>What is a Business?: Why do businesses exist? How does the stock market work? Do we need the public sector? How does the economy affect a business?</p> <p>Managers, Leadership & Decision Making: What do managers do? Do all good leaders share the same characteristics? Is scientific decision making better than intuition?</p> <p>Operational Performance: Do businesses use their resources effectively? How can businesses improve the quality of their products? How do businesses ensure they meet demand?</p> <p>Marketing Performance: How much do businesses know about their customers? What is digital marketing? How do businesses persuade us to buy their products?</p> <p>Financial Performance: How do we judge the success of a business? Where do businesses get their money from? What happens if a business doesn't make a profit?</p> <p>Human Resource Performance: What makes a good job? How has the way we work changed? How can a business motivate their staff? Do employees have a say in the way businesses are run?</p>	<p>Strategic Position & Choosing Strategic Direction: Why is it important that businesses plan for the future? How do businesses choose the right strategy? How has the business environment changed?</p> <p>Strategic Methods: Which businesses are the most innovative? Which new market offers businesses the greatest opportunities? Should all businesses make their products abroad? Do businesses need to change as they expand?</p> <p>Managing Strategic Change: Are all businesses the same around the world? Why do some business strategies fail? How do businesses make their plans a reality?</p>

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 research skills, detailed written and verbal communication, strategic thinking and the ability to analyse and evaluate the performance of real business examples. These skills can be used in any career or in running your own business.

How will I be assessed?

At Key stage 5 work is assessed through weekly A Level graded exam questions and essays so that students can understand their strengths and weaknesses on each topic. Teacher feedback is given verbally, in notes and on assessed work so that pupils can improve their understanding before moving on to the next section of the course.

Examination: The A Level Business course is 100% exam-based and will involve three papers, taken at the end of Year 13. Each paper is 2 hours long.

What great resources can I use?

- <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 A Level students.
- AQA Business for A Level by Surridge & Gillespie – a textbook written specifically for the course, giving detailed explanations of every topic along with case studies and exam-style questions.

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 read the business news online (The Guardian, BBC, Sky Business etc) or in newspapers and discuss the stories with them to share their thoughts.
3. Encourage your child to read business journals such as Business Review (available at the Library or through your own subscription) and discuss the articles with them. This is an excellent source of real business case studies along with exam advice from Senior Examiners.