

**Subject** Business Studies

**Introduction:**

Business Studies is a subject that gives students an understanding of how businesses operate in the real world and the impact they have on our economy and our society. Students look at real business examples to apply their knowledge, and have the opportunity to explore theories and concepts and their own ideas in the context of current events in the business world.

Business Studies is a consistently popular and successful option subject. Students can study either *GCSE Business* or *BTEC First Award in Business* at Key Stage 4. *GCSE Business* follows the AQA specification whilst *BTEC First Award in Business* follows the Pearson specification.

Business Studies at Key Stage 4 is taught by  
Miss Nicholson  
Mr Hill  
Ms Headley

All groups are mixed ability.

Number of periods per week at Key Stage 4:  
o 3 lessons per week

**Course content:**

*GCSE Business assessment: 100% exam*

*BTEC Award in Business assessment: 75% internal assessment (coursework) and 25% exam*

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| <b>Year 10</b> | BTEC First Award in Business: <ul style="list-style-type: none"><li>• <b>Unit 1: Enterprise in the Business World:</b> Creating a business plan for your own small business idea.<br/><i>Coursework Unit (25% of overall grade)</i></li><li>• <b>Unit 3: Promoting a Brand:</b> The marketing of a well-known brand including creating your own marketing campaign.<br/><i>Coursework Unit (25% of overall grade)</i></li></ul>   |
|                | GCSE Business: <ul style="list-style-type: none"><li>• <b>Business in the Real World:</b> The types and purpose of a business and business planning.</li><li>• <b>Influences on a Business:</b> The importance of external influences such as economic issues, globalisation and the law.</li><li>• <b>Human Resources:</b> The importance of recruitment, motivation and training in a business.</li></ul>   |
| <b>Year 11</b> | BTEC First Award in Business: <ul style="list-style-type: none"><li>• <b>Unit 2: Finance for Business:</b> The financial aspects of business, the costs involved, how businesses make a profit and how they measure success.<br/><i>Exam Unit (25% of overall grade)</i></li><li>• <b>Unit 8: Recruitment, Selection and Employment:</b> Investigating the different jobs in a range of businesses and preparation for future employment.<br/><i>Coursework Unit (25% of overall grade)</i></li></ul> |
|                | GCSE Business: <ul style="list-style-type: none"><li>• <b>Business Operations:</b> The production of goods and the provision of services including production methods, procurement and customer service.</li><li>• <b>Marketing:</b> The purpose of marketing, its role within business and how it influences business activity.</li><li>• <b>Finance:</b> The financial aspects of business, the costs involved, how businesses make a profit and how they measure success.</li></ul>                |

**Assessment:**

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|  | <ul style="list-style-type: none"> <li>• Three internally assessed coursework units throughout Year 10 and Year 11</li> <li>• One externally assessed exam unit taken in December of Year 11.</li> <li>• All units are assessed with Level 1 Pass, Level 2 Pass, Level 2 Merit or Level 2 Distinction gradings.</li> <li>• Regular verbal feedback in lessons.</li> </ul> | <ul style="list-style-type: none"> <li>• Variety of weekly homework tasks: case studies, exam questions and research activities.</li> <li>• Regular verbal feedback in lessons.</li> <li>• End of unit assessment with 1-9 grading.</li> <li>• Mock exams in December of Year 11</li> </ul> |
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**Assessment criteria**

*Please email your progress grid separately to be inserted here.*