



GCSE Business Studies – Year 11

Curriculum Intent

The Business Studies department strive to deliver a well organised vocational business course which suits students who prefer applied learning. We intend students to become knowledgeable business analysts, who have an entrepreneurial flair and ability to apply theory to a range of business scenarios.

The department aim to bring theory to life and use contemporary, international issues and case studies to translate theory to context. The core functions of businesses are addressed including Finance, Marketing, Operations and Human Resource Management.

“Great companies start because their owners want to change the world, not make a fast buck” Guy Kawasaki

Students will learn:-

Key Concepts:

- Customer needs and wants
- Market research
- Segmentation
- Product design
- Pricing strategies
- Placement strategies
- Promotional strategies
- E-commerce
- M-commerce
- Recruitment and selection
- Training
- Methods of motivation
- Organisational structures
- Labour turnover

Knowledge, Understanding & Skills

- Independent research – ability to find appropriate information regarding particular businesses
- Knowledge - sound understanding of key terms across all business functions
- Application - developing ability to apply theories and concepts to scenarios
- Analysis - ability to develop chains of reasoning in context of a business
- Evaluation - evaluation which considers two points of view and justifies the appropriateness of a decision
- Quantitative skills - sound confidence in utilising quantitative skills when calculating business finance
- Debate and communication skills - full confidence to debate and communicate with peers

How can you enhance your learning at home?

- CPG AQA GCSE Business Revision workbook
- Financial Times – free mobile app subscription (see student shared drive for instructions)
- Economist – free mobile app subscription (See student shared drive for instructions)
- School library Business/ Economics novel section
- Tutor2u
- Exam board website for past papers
- BBC Bitesize

What does excellence look like?

Students have fully grasped the core functions of a business and can confidently articulate how they intertwine to form strategies which promote competitive advantage

Students are independent thinkers and can scrutinise business reports and strategy

Students can evaluate the extent to which profit maximisation should be the main business aim

Students have developed business acumen, in their written and oral abilities

Career Link

Students have an understanding of appropriate roles which are appreciated by the study of business





International Opportunities

Visits Programmes

Our international visits programme allows students to explore theoretical aspects of the business course in a real life setting. This is through not only their every day interactions but also through discussions with exchange partners. In particular they have the opportunity to explore differing attitudes to business cultures and ideas in an international setting which will improve their analytical and evaluative skills.

Within the curriculum

Stakeholders – how these may differ in line with different international economies

Ethics – The business organisation’s treatment of internal and external stakeholders

Investment – and the disparity of investment opportunities between the developed and developing world.

Wider Reading

Free Financial Times access: <https://www.ft.com/corp-signup/join?token=620c8816-ba8c-4ff5-bd3a-e231347d9656>

Free “The Economist” app access:
www.economicsonline.co.uk

Wider Business Issues

Students will also have developed work-ready competencies, such as communication, team work and creativity. The teaching style within the department offers frequent opportunities for debate and presentations. Business ethics is referred to throughout the course, prompting students to be mindful of their personal consumption and interaction with business organisations. This resource may be useful regarding this concept:

https://www.ted.com/talks/alexander_wagner_what_really_motivates_people_to_be_honest_in_business



How will we assess impact?

Our teaching will encourage the development and refinement of key evaluative and analytical skills; acquiring knowledge, analysing an argument, extended writing, evaluating sources.

These skills will provide the foundation for all future learning and continued interest in business related issues.

They will be assessed predominately through ongoing assignments, feedback from draft submissions and full past paper PPE examinations before the external unit examinations.

“The best way to predict the future is to create it.” – Peter Drucker