

# **SUBJECT: BUSINESS STUDIES**

**HEAD OF DEPARTMENT:** Miss C Dawton

**SYLLABUS NUMBER:** AQA 8132

## **SYNOPSIS OF CONTENT**

Business in the real world, such as:

- Setting business aims and objectives, planning and expanding a business

Influences on business, such as:

- The economic climate on businesses, ethical considerations and globalisation

Business operations, such as:

- Good customer services and the concept of quality

Human resources, such as:

- Motivating employees, recruitment and training

Marketing, such as:

- The purpose and methods of market research and the 4Ps of the marketing mix

Finance, including:

- Analysing the financial performance of a business

## **RESOURCES**

A wide range of textbooks and real world teaching materials are used to help deliver this course.

Students have access to the CPG GCSE Business workbook in the school library. Purchase for home study is recommended.

Computer suites when required.

## **SETTING ARRANGEMENTS**

We usually teach Business Studies in mixed ability groups.

## **ASSESSMENT**

Paper 1: Influences of operations and HRM on business activity

Written exam: 1 hour 45 minutes

90 marks

50% of GCSE

Section A has multiple choice questions and short answer questions worth 20 marks.

Section B has one case study/data response stimuli with questions worth approximately 34 marks.

Section C has one case study/data response stimuli with questions worth approximately 36 marks.

Paper 2: Influences of marketing and finance on business activity

Written exam: 1 hour 45 minutes

90 marks

50% of GCSE

Section A has multiple choice questions and short answer questions worth 20 marks.

Section B has one case study/data response stimuli with questions worth approximately 34 marks.

Section C has one case study/data response stimuli with questions worth approximately 36 marks.

## **SELF STUDY ADVICE**

Read over work covered each cycle and summarise into a ready-to-revise format.

Use published revision guide and websites.

Create own revision resources, such as flashcards and mind maps.

Keep a scrapbook of Business Studies case studies and news stories.

Watch relevant documentaries and programmes such as Martin Lewis' Money Show,

## **EXTRA CURRICULAR OPPORTUNITIES**

Regular Business Studies clinics are offered to support your learning and revision.

Students are invited to Community Lectures, which are held in school and are hosted by a range of speakers including entrepreneurs and experts from a wider variety of business related industries.

Students are invited to participate in the annual Tycoons Enterprise Challenge, led by the Peter Jones Enterprise Foundation.