



Applied General A Level Business: U6

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:-

- Methods of motivation
- Theories of motivation
- Team building
- Conflict resolution
- Organisational structures
- Labour turnover
- Leadership & Management
- Business planning
- Enterprise
- Communication
- Product design
- Pricing strategies
- Advertisement
- Distribution strategies
- Creativity
- Reflection

What does excellence look like?

Students critically consider the extent the external environment shapes the operations of a business.

Students are independent thinkers and can scrutinise qualitative and quantitative information in business reports and plans

Students can independently research using appropriate sources and produce reports which summarise their findings

Knowledge, understanding & Skills

Knowledge - sound understanding of the business functions and human resource management

Application - sustained ability to apply theory to practice with research skills

Analysis - ability to develop chains of reasoning to develop a point of view

Evaluation - thoughtful evaluation skills to consider the appropriateness of business strategy in context, whilst considering a range of alternatives

Debate and communication skills - confident debate and communication skills using examples business case studies

Examination technique – confident with exam structure and timings

How can you enhance your learning at home?

- 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



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

Extra Challenge Reading:

"No Logo" – Naomi Klein

"Screw Business as usual" – Richard Branson

"The almighty dollar" – Dharshini David

"A world without work" – Daniel Susskind

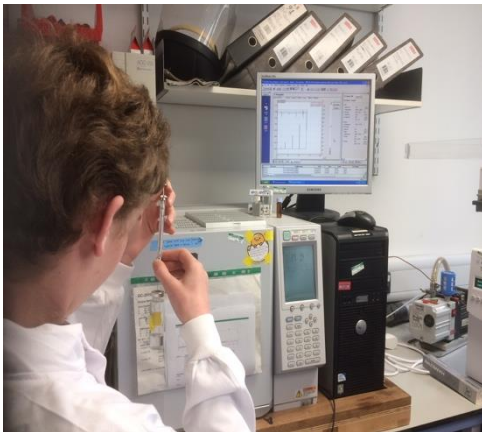
International Opportunities

Visits Programmes

- Lower Sixth – City of London Visit
- All Lower Sixth Business, Economics and Financial Studies students visit a variety of institutions in the City of London to apply theory to real-world contexts.
- Example institutions include; Bank of England, Blackrock, Investec, Lloyds of London

Within the curriculum

- **Marketing** – using examples of cultural deviations in advertising and promotion
- **Ethics** – The business organisation's treatment of internal and external stakeholders
- **Business expansion** and its role in the developing world



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.

What impact will the course have?

Students will complete the course with a full understanding of the core business functions. They will be able to confidently explain the purpose of each function and be mindful of external pressures impacting the role of businesses in the modern, globalised, world.

Students will also have developed work-ready competencies, such as communication, team work and creativity. Students meet coursework deadlines throughout the course, providing an invaluable opportunity to develop their time management.

The value of an idea lies in the using of it

Thomas Edison