

BUSINESS STUDIES

WHAT WILL I STUDY AND LEARN?

Business Studies offers an insight into the world of business.

You will study around the following themes:

- Enterprise and entrepreneurship – finding out what it takes to run your own business.
- Developing new business ideas – using tools and techniques for spotting a gap in the market and successfully exploiting it.
- Marketing – investigating promotional campaigns of big and small businesses.
- Finance – using tools to investigate if a business have enough cash to keep going, if it is going to make a profit and if it should invest in a new project.
- People – investigating how to hire and fire staff and most importantly keep them happy and effective.
- Managing operations – looking at how to deal with suppliers, how to improve customer service, how to control stock.
- International business – deciding if a business can be successful in more than one country.
- Globalisation – asking if the global trading world has an effect on businesses in the UK?
- External influences on businesses – questioning whether ‘ethical’ businesses really do have a social conscience or if they are just trying to make more profit.
- The economy – discussing how issues such as interest rates, unemployment, and inflation affect businesses and what they can do about it.

HOW IS IT TAUGHT?

Knowing facts about businesses won't get you far in life. That's why Business Studies is taught with a skill based approach that will continue to benefit you well after you have left school. A good variety of activities, case studies, real life events creates a positive, business like environment in which to learn skills as well as pick up knowledge.

HOW WILL BUSINESS STUDIES HELP ME?

Business Studies A Level is a well respected course at universities and colleges. Business Studies students often go to university to study business, business management, accountancy, finance, marketing, public relations, economics, law, IT and retail. You could also consider an apprenticeship or employment after studying this course.

EXTRA ENTRY REQUIREMENTS

Business Studies GCSE (or BTEC) is not expected but will be useful.

At least a grade 5 in GCSE Mathematics is desirable.

WHO DO I SEE FOR MORE INFORMATION?

- Mr J. Brook
Deputy Headteacher/Head of Sixth Form.
- Mrs J. Moseley
Teacher of Business and Economics.
- Mr A. Quiney
Teacher of Business and Economics.