



Staff

Business Studies is taught by the following members of staff:

Mrs S St Clair	Subject Leader Business Studies
Miss V Deavall	Teacher of Business Studies / Subject Leader Computing
Mrs G Jones	Teacher of Business Studies / Teacher of Work Skills
Mr M Scarratt	Teacher of Business Studies

Department Vision

“If I had asked people what they wanted, they would have said faster horses” Henry Ford

At some point in their lives, all students will encounter the world of business. They, therefore, must be prepared to engage in business activity with confidence and competence, by understanding how they function and the role they play in society. Our aim is to prepare all students with the skills that are required to be successful in the business environment. We endeavour to interest and challenge our students by applying their learning to real business organisations, news stories and events from a range of industry sectors. Our curriculum is mapped from Key Stage 3 (Year 9) to Key Stage 5 (Year 13) allowing students real progression within the subject, complementing other subjects in their option choices. We wish to generate a love of learning not only in the classroom but as part of an extra-curricular programme. Students are encouraged to take part in local and national competitions, engage with guest speakers and complete wider reading to encourage literacy skills for life. The department has a high record of academic achievement, with a large proportion of students continuing to study undergraduate Business Studies related degrees who then act as inspiration for the next generation.

Curriculum Overview:

YEAR 9	TERM 1	TERM 2	TERM 3
Introduction to Enterprise	Business Basics	Let's get Enterprising	The Pitch
YEAR 9	TERM 4	TERM 5	TERM 6
Introduction to Enterprise	Branding	Recruitment 'You're Hired'	Marketing

YEAR 10	TERM 1	TERM 2	TERM 3
AQA GCSE	Business in the real world The purpose and nature of businesses, business ownership, setting business aims and objectives, stakeholders.	Business in the real world Business location business planning, expanding a business.	Influences on business Technology, ethical and environmental considerations, economic climate.
YEAR 10	TERM 4	TERM 5	TERM 6
AQA GCSE	Influences on business Globalisation, legislation, competitive environment.	Human Resources Organisational structures, recruitment and selection of employees, motivating employees, training.	Human Resources Motivating employees, training.
YEAR 11	TERM 1	TERM 2	TERM 3
AQA GCSE	Marketing Identifying and understanding customers, segmentation, the purpose and methods of market research.	Marketing The elements of the marketing mix (product, price, place and promotion).	Business Operations Production processes, the role of procurement, the concept of quality, good customer service.
YEAR 11	TERM 4	TERM 5	
AQA GCSE	Finance Sources of finance, cash flow, financial terms and calculations, analysing the financial performance of a business.	Revision, recap and exam preparation	
YEAR 12			
AQA A Level	What is business? Managers, leadership and decision making Decision making to improve marketing performance Decision making to improve operational performance Decision making to improve financial performance Decision making to improve human resource performance		

YEAR 13

AQA A Level

Analysing the strategic position of a business
Choosing strategic direction
Strategic methods: how to pursue strategies
Managing strategic change

Career Links and Opportunities and Visits:

- Career links are made in lessons
- PwC deliver a workshop in school in December about career opportunities Post-16 and Post-18
- ICAEW Base competition – Careers in Accountancy
- Work experience placements linked to business course in lessons
- Visit to Amazon fulfilment centre to observe operations in action

Marking Policy:

See attached.

“Working together to achieve our personal best”