

Welcome to the Business Studies Department

Subject Leader: Ms A Willett

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Subject Overview

Key Stage 4: Years 9 – 11

In Year 9 students will begin a three year programme of study that throws them into the world of business covered in 3 units. Over the course students formally study 2 Units:-

Unit 1 – Setting up a Business: students will sit a 1 hour exam which is worth 40% of the total GCSE.

Unit 2 – Growing as a Business: students look at how businesses operate and expand, and the unit is worth 35% of the total GCSE.

Both exams are sat at the end of Year 11.

The final Unit, Investigating a Business, is a Controlled Assessment which is an investigative piece of work conducted in the classroom and the final report is written under exam conditions, in the summer term of Year 10. Students will have approximately eight hours of research for their Controlled Assessment (CA) and 3 hours for their formal write up. The coursework accounts for 25% of students' final mark.

Post 16

Business Studies A-level provides a stimulating and relevant course that encourages a practical application of business concepts as well as building vital skills for higher education and students' careers. The course is filled with relevant and inspiring concepts that encourage the students to engage with real business cases such as Tesco, Facebook, Marks and Spencer and links theory to business practice.

AS Units: AQA New Specification as of September 2015

Business 1: covers six main areas:

- What is a 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.

Assessed: written exam 1 hour 30 minutes accounting for 50% of the AS Level.
The paper is split into three sections:

- Section A: 10 multiple choice questions worth 10 marks.
- Section B: short answer questions worth 20 marks.
- Section C: two data response stimuli with questions worth 25 marks each.

Business 2: covers the same six areas given above.

Assessed: written exam 1 hour 30 minutes accounting for 50% of the AS Level.
One compulsory case study with approximately 7 questions.

A2 Units: AQA New Specification as of September 2015

All AS level knowledge is assessed in addition to the content below:

- Analysing the strategic position of a business (A-level only)
- Choosing strategic direction (A-level only)
- Strategic methods: how to pursue strategies (A-level only)
- Managing strategic change (A-level only)

Paper 1: Business 1

All A level content in a 2 hour written exam worth 100 marks in total and 33.3% of the final full A-Level grade.

Questions

Three compulsory sections:

Section A - has 15 multiple choice questions (MCQs) worth 15 marks

Section B - has short answer questions worth 35 marks

Section C - and D have two essay questions (choice of one from two and one from two) worth 25 marks each.

Paper 2: Business 2

All A level content in 2 hour written exam worth 100 marks in total and 33.3% of the final full A-Level grade

Questions

Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.

Paper 3: Business 3

All A level content in 2 hour written exam worth 100 marks in total and 33.3% of the final full A-Level grade.

Questions

One compulsory case study followed by approximately six questions.

Teaching Aims and Objectives

Economics is the study of how people and societies allocate resources. Everything, from money to clean water, to oil to iPods and Barbie dolls, is finite. It is impossible for everyone to have everything. Economics is the study of how people get the things they want and need and how these things are distributed. The objective for students is to understand these concepts from a wide variety of angles and be able to understand the reasons behind government decisions on how to allocate the scarce resources and correct market failure.

Course Information

Key Stage 4

Year 9: In Year 9 students will work through a foundation year covering theory and practical projects that will prepare them for the units below.

Introduction to Business Studies covering some content of Unit 1 below

Unit 1 Setting up a Business:

1. Starting a business
2. Marketing
3. Finance
4. People in business
5. Operations management

In addition to theory students will engage with a series of activities designed to help them understand how business works in Modern Britain. Students will participate in various projects designed to help them gain experience in running a business.

Year 10: **Unit 1 – Setting up a business**

Students study a range of topics relating to the processes of **setting up a business:**

1. Starting a business
2. Marketing
3. Finance
4. People in business
5. Operations management

Students will also prepare for the Unit 3 Controlled assessment.

Year 11: **Unit 3 – Growing as a business: Investigating a small business.**

Students undertake an individual investigative research project based on a small business relating to the examination theme set by the exam board. Past projects have been based on: marketing, location and customer service.

Unit 2 – Growing as a business.

Students study a range of topics relating to the processes of **Growing as a business.**

1. The business organisation
2. Marketing
3. Finance
4. People in businesses
5. Operations management

Post 16

Year 12:
AQA This course is a starting point for students who wish to study Business Studies in a variety of contexts (e.g. large/small, UK focused/global, service/manufacturing). It considers the importance of business in relation to

AS Level (7131) decision making and the interrelated nature of business activities and how they affect the competitive environment and the markets in which businesses operate.

Year 13: AQA A Level (7132) It explores the influences on functional decisions and plans including ethical and environmental issues as well as looking at the factors that might determine whether a decision is successful.

It also explores the impact of technology on businesses as well as looking at the impact business operations have on stakeholders

Homework Expectations (Including ICT resources and websites)

One piece of homework will be set every week. It can range from any of the following:

- Reading homework
- Research
- Written answers
- SAM learning or other online learning software
- Exam questions
- Essays
- Primary research

If ICT homework is set, there will be enough time allotted for students to use computer resources if none are available at home.

Suggested reading lists

Newspapers / Magazines

Item	Description	Weblink
The Guardian	Good site for business news.	http://www.guardian.co.uk/business
The Times	Good site for business news. This includes a very useful section for Unit 1 on entrepreneurs.	http://business.timesonline.co.uk/ http://business.timesonline.co.uk/tol/business/related_reports/entrepreneurs/
The Daily Telegraph	Good site for business news. This includes a section on companies and markets.	http://www.telegraph.co.uk/money
Economist	Useful site. Do not forget to use the backgrounders feature that allows you to find other articles on key topics and do look at the special reports. (Some elements open only to subscribers).	http://www.economist.com/

BusinessWeek	Great site for business news and features.	http://www.businessweek.com/
Business Review Magazine	Useful student magazine with articles on relevant topics as well as helpful advice on the examinations.	

Online website resources

www.nelsonthornes.com/aqaqce/businessstudies.htm
http://ftcom.ar.wilink.com/asp/P002_search_ENG.asp
<http://www.bankofengland.co.uk/>
<http://news.bbc.co.uk/1/hi/business/>
<http://www.thebfa.org/>
<http://www.thebfa.org/casestudies.asp>
www.bitc.org.uk
<http://www.bized.co.uk/>
www.businesslink.gov.uk
http://www.tes.co.uk/section/staffroom/list_threads.aspx?path=/business+studies/
<http://www.uk250.co.uk/frame/5379/barclays.html>
<http://www.csr.gov.uk/>
<http://www.ft.com/indepth/enterpriseweek>
<http://www.fasttrack.co.uk/>
<http://money.cnn.com/magazines/fortune/>
<http://www.cipd.co.uk/subjects/>
<http://www.learnmarketing.net/>

Extra-Curricular Opportunities

The Business Studies department will run various extra-curricular activities such as Young Enterprise during lunch times and after school.

Marking and Assessment

Key Stage 4

- Homework will be marked weekly with individual marks and feedback given.
- Formal written feedback will be given on a three week rolling basis. Students will be expected to act on this feedback and show evidence of work undertaken.

Sixth Form

- Homework will be marked weekly with individual marks and feedback given.
- Formal written feedback will be given on a three week rolling basis. Students will be expected to act on this feedback and show evidence of work undertaken.

Examinations

GCSE

Two written papers
Unit 1 Starting a Business
Unit 2 Growing a Business

<http://www.aqa.org.uk/subjects/business-subjects/gcse/business-subjects-and-economics-4130/past-papers-and-mark-schemes>

A level

Three written papers

Business 1

Business 2

Business 3

<http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-7131-7132>