

Business Studies

Curriculum Intent: Learning about running a business and developing a critical understanding of organisations through numeracy skills, essay writing, creating arguments and evaluating decisions. Using up-to-date real-life examples of the activities of local, national, and global business to contextualise theory.

Year 12

Core knowledge:

- **Theme 1: Marketing and People**
 - Meeting customers' needs.
 - The market.
 - Marketing mix and strategy.
 - Managing people.
 - Entrepreneurs and leaders.
- **Theme 2: Managing business activities**
 - Raising finance.
 - Financial planning.
 - Managing finance.
 - Resource management.
 - External influences.

Procedural knowledge (how to.):

Students will learn how to use quantitative and qualitative data when assessing business problems. Students will learn to develop a critical understanding of organisations.

Students will learn to use their business knowledge to critically evaluate business ideas and problems and suggest solutions.

Students will learn how to structure exam answers in preparation for case studies and extended written responses.

Students will also develop their understanding of organisational design, income/price elasticity of demand and leadership styles.

Assessment:

Retrieval tasks at the start of every lesson.

Worksheets and real-life case studies.

Exam questions and past papers over a sequence of learning.

There are 2 exam papers at **AS Level**, both lasting 1 hour and 30 minutes each. Each paper is worth 50% of the AS. Paper 1 consists of 3 sections, the first two sections focus on theme 1 and the third section requires students to make connections between theme 1 and 2. Paper 2 also consists of 3 sections, the first two sections focuses on theme 2 and the third section requires students to make connections between theme 1 and 2. Both papers consists of 3 case studies and has a mixture of short and longer answer questions.

Year 13

Core knowledge:

- **Theme 3: Business decisions and strategy**
 - Business objectives and strategy
 - Business growth.
 - Decision making techniques.
 - Influences of business decisions.
 - Assessing competitiveness.
 - Managing change.
- **Theme 4: Global business**
 - Globalisation.
 - Global markets and expansion.
 - Global marketing.
 - Global industries and companies.

Procedural knowledge (how to.):

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Students will learn to develop a critical understanding of organisations.

Students will learn to use their business knowledge to critically evaluate business ideas and problems and suggest solutions.

Students will learn how to structure exam answers in preparation for case studies and extended written responses.

Students will build on prior core and procedural knowledge with the introduction of key financial concepts such as gearing, liquidity and business failure.

Students will also develop their understanding of business growth, the main methods, advantages and disadvantages to organic and inorganic growth.

Assessment:

Retrieval tasks at the start of every lesson.

Worksheets and real-life case studies.

Exam questions and past papers over a sequence of learning.

Students will sit 3 papers at the end of Year 13. Paper 1 is based on Themes 1 and 4, Paper 2 is Themes 2 and 3.

Their final paper is a pre-release on a specific industry such as sport, entertainment and the car industry which assesses all 4 themes.

All papers are worth 100 marks and last 2 hours in duration.

Homework:

Students will be set at least two homework tasks each week which can range from note taking, quizzes and their Knowledge Organiser.

Homework may also include work from their Knowledge Books used in class – if these are lost students are expected to make up their notes to ensure there are no gaps in their learning ahead of their AS and A-level exams. Over the summer, students may be set a calculation booklet to ensure they have a good understanding and application of key formulas and quantitative skills.

Links to careers and personal development include:

In the future students may want to develop their own businesses and the AS business course will help them with the skills to do that.

There are more apprenticeships in business than any other curriculum areas.

Students will learn about some aspects of personal finance which will help with their personal development.

Introduction of Business Ethics and how a wide array of stakeholders are affected.

Students will look at the external influences on a business such as legislation, environmental and political concerns.

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