



The Business Studies department is an extremely successful and collaborative team who are always striving to find new ways to engage students, increase their attainment and nurture a passion for the subject. This is achieved through the hard work of a highly effective team who work together, support each other, and always share new ideas and resources.

As a department, we are keen to develop students' skills in assignment writing, presentation, and independent learning. The department is extremely well resourced with a range of textbooks, programmes and online resources to support students' learning. Each classroom has space to do book work as well as computer-based assignments.

It is the aim of the Business Studies department not only to help students achieve academic success, but also to help them to develop an appreciation of the business world and to encourage them to be inquisitive and independent learners, ready for the challenges of future academia. A large percentage of our Sixth Form students go on to study Business in higher education.

An exciting and rewarding course that covers a variety of real-world business topics, including Starting a Business, Finance, Marketing, Human Resources, Operations, Customer Service, Research, Law and External influences. Students will complete two themes of study: investigating small business and building a business. Investigating small business starts with how and why businesses start and the issues around starting up and running a small business. Building a business focuses more on established and larger businesses, and how to expand and improve them. Each theme has one exam at the end of Year 11, including multiple-choice questions, short and long answer questions, some theoretical and some based around a real case study.

Year 9

Introduction to Business Studies, particularly looking at Entrepreneurs as role models and looking at how a cereal is developed and marketed towards a specific consumer profile. This continues until Christmas.

After Christmas, students will start on Theme 1: Investigating small business, including where business ideas come from, skills necessary to be an entrepreneur, market research, the 4 P's of the marketing mix, as well as managing finances.

Year 10

Students start the year continuing to look at smaller businesses and in particular ownership types, location, stakeholders, legislation, and the economy.

Midway through the year, students start on Theme 2 and learning about bigger businesses, including topics on growth, ethics, marketing and finance in larger scale businesses.

Year 11

Students will finish the Theme 2 theory by looking at Operations, then Human Resources, such as recruitment, job roles, training, and motivation. The rest of the year will focus on developing individual student weaknesses from across the qualification, with a personalised plan of approach, to enable students to fully reach their potential.