



BUSINESS STUDIES

WHAT WE OFFER?



In the Business Studies department, we offer a GCSE in Business.

This leads naturally onto the A Level Business in Key Stage 5 which is offered in the 6th form here at St Thomas More.

WHY TAKE BUSINESS STUDIES?



One of the most relevant subjects in the school and goes with all other subjects now and in the any future educational option taken.

- Gives an understanding of how businesses and companies are run.
- Opens up your choices for future career pathways, be it self-employed or employed, but no matter the job role, business studies is relevant.
- Understanding of external factors and the role they play
- Key skills are developed, such as communication, team working, evaluating, numeracy

SUBJECT CONTENT



1. BUSINESS IN THE REAL WORLD

- Purpose and nature of business
- Business ownership
- Aims and Objectives
- Stakeholders
- Expanding a business
- Business Planning
- Choosing the right location

3. BUSINESS OPERATIONS

- Production and Quality
- Customer Service
- Procurements

5. MARKETING

- Identifying and understanding customers
- Purpose and methods of Market Research
- Marketing Mix
- Segmentation

2. INFLUENCES ON BUSINESS

- Technology
- The economic climate
Globalisation
- Ethics and the Environment
- Legislation
- Competition

4. HUMAN RESOURCES

- Organisational Structures
- Motivation and Training
- Recruitment and Selection

6. FINANCE

- Sources of Finance
- Cash Flow
- Financial terms and calculations
- Financial performance

GCSE BUSINESS – ASSESSMENT DETAILS



- 2 exam papers, both taken at the end of Year 11
- Both papers are worth 50% each, so equal weighting, 90 marks on each paper.
- Both papers at 1 hr 45mins

PAPER 1 – INFLUENCES OF OPERATIONS AND HR ON BUSINESS ACTIVITY	PAPER 2 – INFLUENCES OF MARKETING AND FINANCE ON BUSINESS ACTIVITY
Chpt 1 - Business in the Real World	Chpt 1 - Business in the Real World
Chpt 2 – Influences on Business	Chpt 2 – Influences on Business
Chpt 3 – Business Operations	Chpt 5 – Marketing
Chpt 4 – Human Resources	Chpt 6 - Finance

GCSE BUSINESS — ASSESSMENT DETAILS



Both examination papers is broken down into three sections:

- Section A: multiple choice questions and short answer questions worth 20 marks
- Section B: a short case study with questions worth 33 marks
- Section C: a short case study with questions with 37 marks

EXPECTATIONS OF BUSINESS



Well resourced – books

Class notes and knowledge organisers

Revision guides and exam packs

Tutor2U resources (calculation booklets and knowledge booklets), revision webinars and conferences

Online resources – YouTube, Seneca, Kahoot

An enthusiastic teacher who is passionate about their subject!



DO I NEED TO BE GOOD AT MATHS?

The short answer is no, BUT, you need be comfortable with being able to learn formulas and being able to understand what those figures mean and the impact for a business.

The chapter on finance, means you must be willing to always use the calculations to find the answer and understand how to manipulate the formulas as it might not always be the straight formula.



11 Core Business Skills Every Professional Needs

- ✓ Communication
- ✓ Goal setting
- ✓ Leadership
- ✓ Critical thinking and problem-solving
- ✓ Financial management
- ✓ Networking
- ✓ Time management
- ✓ Negotiation
- ✓ Project management
- ✓ Marketing
- ✓ Creativity and innovation

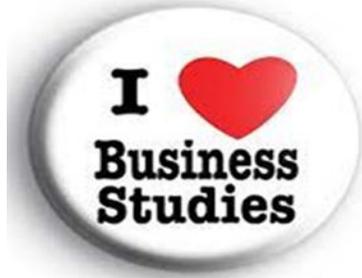


BY CHOOSING GCSE BUSINESS



You will learn:

- How new business ideas come about
- The key skills and qualities an entrepreneur possesses to turn an idea into a successful business
- The role of external factors such as the economy, laws that affect how a business behaves and operates.
- How clever marketing techniques used persuade us to purchase their products or services.
- How and why businesses can gain finance to start and expand a business and the crucial need for profit.
- The role and impact that businesses play in our lives.



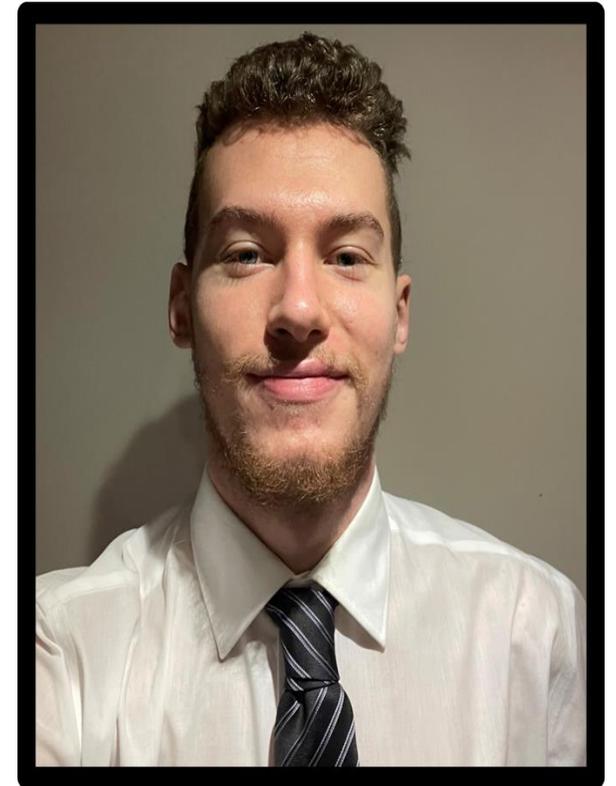
THE BUSINESS TEAM



Miss Myhill – Head of Business



Mrs Lindsay – Assistant Head
and Business Teacher



Mr Simmonds – Business
Teacher



QUESTIONS

If you have any questions, then please come along to the top floor corridor (near languages) and speak to any of the business teachers or feel free to contact myself, Head of Business, Miss Myhill on

Imyhill@st-thomasmore.southend.sch.uk

