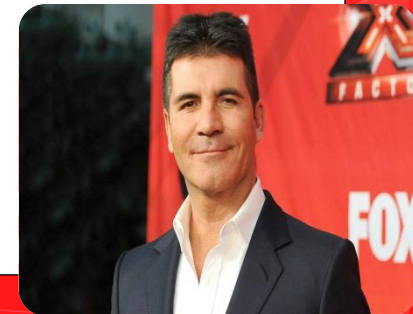
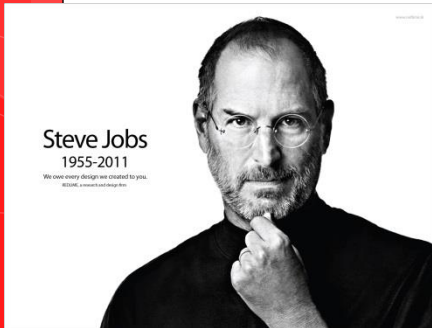




# BUSINESS STUDIES + ENTERPRISE





# WHAT IS BUSINESS STUDIES?

Do you ever stop and think about:

- The design process, planning and research that goes into your latest Smart Phone?
- The impact that fashion trends have upon the sales and profitability of fads like loom bands?
- Why Facebook is such a useful promotional tool from a business perspective?
- How advances in technology have led to new product development from Retro Games such as Pac Man to today's latest Xbox/PlayStation game?
- How Branding increases the price of everything you eat or drink?
- The impact that celebrity endorsement has upon the prices of products?

All of these decisions are items that must be considered by businesses.

# TWO PATHWAYS

## GCSE BUSINESS

- 6 theory units
- 2 exams at end of Y11
- 100% assessed by exam
  
- A lot of written work – essays
- Numeracy skills (accounting)
- Interest in current affairs

## TECH National in Enterprise and Business

- 4 theory units
- 2 projects (60%)
- 1 exam (40%)
  
- Project work = must be organised
- A lot of written work
- Practical – run own business and research other businesses.

# BENEFITS OF CHOOSING BUSINESS STUDIES AS AN OPTION?

- In a world where competitive advantage in the career market is of growing importance, Business Studies is a subject that directly relates to the world of work. It is a subject area that keeps your options open, both for further study and for your chosen career.
- Employers value the qualification
- There are real opportunities to progress in education or employment
- You will gain valuable, transferable skills
- When you leave school and wish to get a job, you will understand more about the way a business runs
- If you chose not to become an employee you will have the skills and knowledge to start your own business.

# DEPARTMENT AIMS

The aim of the Business Studies Department is to increase understanding of the real world of business, and to prepare students for employment and further education. We aim to:

- Inspire students to achieve their potential
- Build an extraordinary learning community that goes beyond the curriculum
- Encourage a rewarding and stimulating learning experience for students
- Foster a spirit of enquiry into the business studies theories of the world of today
- Develop links with local businesses to enhance the learning opportunities for all our students.
- Offer a broad range of transferable skills and useful knowledge in preparation for further study and/or working life.



# GCSE COURSE STRUCTURE/ CONTENT

## **Y9 GCSE Business Studies (3 year course)**

- Business Framework
- Marketing, Business and Customers
- Project – setting up your own business
- **Y10 GCSE Business Studies**
- Production and ICT
- Human Resource Management
- **Y11 GCSE Business Studies**
- External environment
- Finance and Accounting
- Exam revision and preparation



CUSTOMER  
ANALYSIS  
ADVERTISING  
MARKET  
SALES  
PROMOTION  
PRICE  
INTERNET  
TARGET





# TECH NATIONAL IN ENTERPRISE

Y9 Tech national (3 year course)



CUSTOMER  
ANALYSIS  
ADVERTISING  
MARKET  
SALES  
PROMOTION  
PRICE  
INTERNET  
TARGET





# EXTRA CURRICULAR CLUBS (1)

- **Hama Beading club** – One lunchtime a week students create a variety of key rings, coasters, badges, jewellery and door signs made from Hama Beads. Students learn how to carry out basic market research and produce products in line with customer demand. Products are sold to raise money for a variety of charities.
- **Make Your Mark with a Tenner** – This is a national competition whereby students who participate each receive £10 funding. Students have one month working either on their own or in small teams to turn their £10 into as much money as possible. The original £10 must be returned and 50% of profits made donated to the schools charity. The remaining 50% of profit can be kept by students.





# EXTRA CURRICULAR CLUBS (2)

- **Peter Jones National Challenge** – students work in small teams to set up their own mini business during the Autumn term. Teams must put together an initial business plan and submit their plan online prior to funding being awarded. Teams keep an online blog of the products and profit margins with a regional winner in each area for most profit made.
- **Barclays Bank Money Hero's competition** – the school participates in the annual money hero's challenge which involves coming up with an initiative to encourage young people to save money rather than spend. In 2012 Byrchall students came in first place and won £3000 which was invested into new technologies within the school.
- **Papworth Trust Charity programme** – the business and enterprise department regularly participates in fundraising events. In 2014/15 students set up their own mini businesses selling a variety of personalised gifts including letters from Father Christmas, Reindeer dust and photo calendars and key rings and raised £760 for the





# FUTURE CAREER PATHWAYS...

- Business Studies opens up your future in terms of both college courses and future jobs!
  - Accountant
  - Teacher
  - Run your own business
  - Journalism
  - Police
  - Advertising/sales
  - Leisure and Tourism
  - Retail
  - Lawyer/solicitor

