

Business Studies

Business Studies at Byrchall: Inspiring the Business Leaders of tomorrow

The Business Studies department aims to provide our students with the skills and knowledge required in an ever changing society. We aim to ensure that our students can go out into the dynamic contemporary business world with the attributes necessary to be successful employees and leaders. Business students at Byrchall will be entrepreneurial, independent learners, confident presenters and strong team players with a sound understanding of the world in which they live.

Summary focus areas

- Determined, Innovative, Entrepreneurs
- Dedicated employees and leaders
- Prepared for the world of work

Autumn	Spring	Summer
Marketing	Business operations	Influences on business

- Students will be required to complete one 60 minute piece of homework every week.
- Homework will consist of a variety of different tasks, for example: revision, spelling/definitions, research tasks, exam questions and real world application/newspaper reports.
- Homework set will be recorded by the teacher on the school's Virtual Learning Environment (VLE).

Unit	Duration (lessons)	Learning Objectives/Outcomes
Marketing	30	<ul style="list-style-type: none"> • Appreciate the importance of market research (desk and field) in identifying customer needs • Present, interpret and use market research findings in written, numerical and graphical form in order to aid decision-making • Explain how and why markets are segmented • Demonstrate an understanding of the product life cycle and the strategies that might be used to extend the life cycle of a product • Demonstrate knowledge and critical understanding of the marketing mix • Recognise marketing constraints imposed by consumers, regulatory organisations and pressure groups

Business Operations	30	<ul style="list-style-type: none"> • Distinguish between goods and services that are provided through both the private sector and the public sector • Explain the methods of production in relation to both quality and quantity produced - job, batch and flow production • Understand how waste can be minimised through the efficient use of resources - stock control, quality control and the interrelationship of functional departments • Use break-even analysis as an aid to decision making • Explain how and why businesses grow both internally and externally and understand why some businesses remain small • Identify the factors affecting the location of production and retail units - locally, nationally and internationally • Explain the importance of international trade to business and identify the resulting problems, threats and opportunities that face businesses operating in the global market place • Understand the importance of membership of the European Union, and issues relating to the single European currency (euro) from the perspective of a range of stakeholders
Influences on business	20	<p>Candidates should understand the impact on business of</p> <ul style="list-style-type: none"> • The activities of competitors • The changing use of ICT in business and economic activity • Technology in terms of production techniques and new products • Environmental factors (including sustainability), cultural and ethical issues • Government legislation: including employment law; environmental law; health and safety law; consumer law; competition law and copyright law. (A broad understanding of the constraints and responsibilities that such legislation puts on business is required, not detailed knowledge of particular Acts of Parliament.) • The macro-economic environment: including tax rates; rates of interest; exchange rates; employment levels; inflation rates and the general level of economic activity. (Economic theory relating to rates of interest, inflation, etc. is not required.) • Unforeseen events e.g. natural disasters, adverse weather conditions, disease in livestock • Candidates will also be expected to appreciate that government legislation, the macro-economic environment, competitive forces, environmental, cultural and ethical issues and technology change over time and can have a considerable impact on businesses and their stakeholders