

What is the purpose of Business?	Department information
<p>Regardless of prior learning it is our intention that all students studying a Business course should be able to better understand how business works and be more commercially aware in readiness for life after school.</p> <p>We want students to be analytical and questioning in their thinking. They should be confident in challenging and able to apply what has been learnt to relevant contextual examples.</p> <p>No matter the social background, Business should be accessible to all with an understanding that the key principles remain the same whatever the context. We strive to ensure that more vulnerable students are able to fully access all courses studied equally and that contextual learning is both supported and developed to enhance cultural capital.</p> <p>Students will understand that no single element of the content taught leads to successful business but that the broad spectrum of theory is required to work together. By being able to piece together their studies, students will be confident in both understanding and explaining how business can be successful and be enthused to engage with the world of business after leaving school.</p>	<p>Core Leader: Mike Birch Subject Leader: Mike Birch</p> <p>Exam board: GCSE (Eduqas) A Level (Edexcel)</p> <p>BTEC Business (Edexcel)</p>
How do we develop Arthur Terry Learners?	
<p>Students are encouraged to think for themselves, use their own initiative and bring in real world examples to support their learning. There is an expectation to contribute to discussion and apply learning. There are considerable opportunities to reflect on business practice and analyse ways to improve. The level of challenge varies throughout the course and students of all abilities are pushed to research and apply in context. The role of the UK is studied to include a global perspective and ethical discussions in particular allow students to review not only British values but key issues such as sustainability.</p>	

	Topics/Units	Summary of key content
9	Enterprise	Students begin the course by investigating entrepreneurs to understand the characteristics and motivation in setting up a business.
	Recruitment	The remainder of the course then studies various stages of recruitment giving students an insight into how and why businesses recruit. The process of applying for a job is considered including work on CV's and application forms so that students gain an understanding of the steps involved in getting a job.
10	Business Activity	We begin the GCSE course by distinguishing between different types of goods and services before considering the importance of business planning. Students then review the role of having clear aims and objectives and learn about the different types of ownership, understanding the transition from a small to a large firm.
	Human Resources	Building on the recruitment work done in Year 9 we look at how firms improve their staff through training and motivation, working to get the best from their employees. This unit of work is completed by studying the different ways a firm can be organised giving consideration to size and scale.
	Marketing	The final unit for Year 10 is Marketing where students begin by recognising the importance of being able to identify and segment customers. Different methods of market research are explored leading to work on the marketing mix. We look at areas such as branding and product portfolios and life cycle within the topic area of "product". The different pricing strategies that businesses use are studied as are a multitude of promotion strategies including both traditional and digital forms. The unit is completed by considering the different ways goods are brought to market through distribution channels.

<p>11</p>	<p>Operations</p> <p>Finance</p> <p>External Influences</p>	<p>In this unit students are given an insight into how goods are made, looking specifically at different methods of production. We then consider the importance of quality for a business before introducing concepts such as the supply chain and sales process - areas which students may be less familiar with.</p> <p>The financial part of the course initially studies the various sources of finance available to a business before studying key financial documents such as income statements, balance sheets and cashflow forecasts. This unit of work also incorporates break-even, considering how a business understands the point at which it may make a profit and is completed by looking at how the financial information may be used to help support business decisions.</p> <p>We study the role of technology in Business and how it has evolved business practice. Students will study the influence of ethics on business decisions as well as exploring environmental factors. The final 2 elements of this unit involve the economy (looking at how economic decisions made by the Government influence business) and globalisation (to demonstrate an understanding of global markets and the interaction between different economies across the world).</p>
<p>12</p>	<p>Marketing and People</p> <p>Managing Business Activities</p>	<p>Students study a broad spectrum of marketing theory which is extended to include topics such as supply & demand and elasticity. New theorists are introduced in the unit of work on People and particular emphasis is given to approaches to staffing, motivation and leadership.</p> <p>In the second part of Year 12 students will learn about a range of financial theory to support business decision making. This includes areas such as budgeting, sales forecasting, liquidity and the measuring of profitability. We then complete the year by studying resource management, understanding the importance of capacity utilisation, stock management and quality management.</p>

13 Business Decisions and Strategy

Global Business

In the final Year of study students focus more on bringing theory together and utilising strategic models such as Ansoff's Matrix and Porter's Strategic Matrix. We study the ways in which businesses can grow effectively and the influences business face such as culture and ethics. To further support business decision making we study quantitative tools such as critical path analysis, decision trees and investment appraisal.

The course is completed by investigating the role of business in a global context; covering areas such as protectionism, trading blocs and considerations on assessing new markets and locations. The purpose of the 4th unit is to understand businesses can't operate in isolation and to comprehend the ever increasing need for inter-dependence across global markets.