

Faculty Website Curriculum information

Business Studies

Subject vision

"The business world is evolving. We aim to deliver a high-quality business curriculum, to develop students understanding of key business principles, and to equip students with analytical and evaluative skills that they will use to navigate the world of Business".

Topics/ units being studied

(names should correspond to the names on the medium-term plans and in the order that they will be studied) We will not be putting on all the assessment plans like we have in previous years.

Key Stage 4

Year 10	Year 11
GCSE Business: • Enterprise and entrepreneurship • Spotting a business opportunity • Putting a business idea into practice • Making the business effective • Understanding external influences of business Enterprise • Why are enterprises and entrepreneurs successful. • customer needs and competitor behaviour • Situational analysis tools may affect enterprises. • Planning for and pitching an Enterprise Activity.	GCSE Business: • Growing a Business • Making marketing decisions • Making operational decisions • Making financial decisions • Making human resource decisions Enterprise: • Planning for and pitching an Enterprise Activity. • Promotional methods for enterprise • Financial records • Financial planning and forecasting

Key Stage 5

Year 12	Year 13
A Level Business: Marketing and people • Meeting Customer needs • The market • Marketing Mix • Managing people • Entrepreneurs and leaders Managing Business Activities • Raising finance • Financial planning • Managing finance • Resources management • External influence Level 1 & 2 Business Vocational • Enterprise in the business world • Finance • Promoting a Brand • Sales and Personal Selling • Introducing Retail Business • Business Support • Principles of Marketing • Financial Planning and Forecasting • Providing Business Support • Using Business Documentation Level 3 Business Vocational • Exploring Business • Developing a marketing campaign • Personal and business finance • Investigating customer service skills.	A Level Business: Business decision and strategy • Business objectives and strategy • Business Growth • Decision-making and techniques • Influences on business decisions • Assessing competitiveness • Managing change Global Business: • Globalisation • Global marketing and business expansion • Global marketing • Global industries and companies Level 3 Business Vocational • Event management • Principles of management • Team building in business • International business

Additional information about your subject

We aim to provide students the opportunity to experience real life business scenarios out of lessons; Guiding students to contribute to the life of the school and the community, by developing their skills and knowledge in Business and Enterprise for

example, hosting business events to raise money for local charities; Developing partnerships with external providers that extend opportunities for learning such as Deloitte and HSBC.

Additionally, the department arranges trips to Chester Zoo, Lancôme, and Cadbury's World. We take students annually to the Stock Market Challenge – at Manchester Business School.

Contact information

If you have questions on the curriculum that your daughter will be studying, please contact one of the following.

Head of Faculty: Mr S Bashir – sbashir@wrhs1118.co.uk

Assistant Head of Faculty: Mrs Z Mahmood zshouketmahmood@wrhs1118.co.uk