

GCSE Business Studies: Statement of Intent

Purpose of study

In Business Studies students will be given the opportunity to explore real business issues and understand how businesses work. Students will develop an understanding of the key practical applications of business concepts. This will provide them with a firm foundation for further study at post-16 and post-18 education as well as the philosophy for practical steps and decisions in the world of a Business.

We value character, competence and community in our curriculum:

Character: The marketing unit will develop students' character in terms of inclusion where students will develop an understanding of the diverse society they live in and how all forms of goods and services that are marketed have a segmented target audience which they need to accept. Students show a deeper understanding of how and why a product is marketed even if it may not be for their community.

Competence: Students will develop skills in GCSE Business Studies this knowledge provides them with opportunities in the world of work in design, marketing and advertising in a local, national and international field.

Community: Students develop a deeper understanding of Britain in terms of past and present products and become more accepting of National and Global products and where they come from for a given community.



Core concepts and principles of progression

Our curriculum will ensure that students develop and sustain theoretical knowledge alongside practical analytical skills. Students will learn the foundational knowledge and, from this foundation, will have the opportunity to practice and apply that knowledge to real business scenarios. Students will develop skills in analysing, examining, explaining and calculating tangible situations which prepares them for successful examination outcomes.

From this curriculum students will

1. Develop an understanding of the purpose of business activity, the role of business enterprise and entrepreneurship and the dynamic nature of business. Students will be able to identify the different legal structures of businesses, understand what goals can be set and why and understand the decisions based around choosing an appropriate location and be able to plan a start-up of a business.
2. Broaden their thinking when looking at external factors influencing a business and develop an understanding of the link between technology and business, the economic climate and business, globalisation and business and the law and business.
3. Discover the many different ways that small, medium and large businesses produce goods and services, they will study how they manage their stock and their supplies to gain maximum profit, students will study how real businesses produce high quality products and how excellent customer service is provided.
4. Study how businesses structure their organisations, how they recruit and select new employees and how businesses motivate their staff to perform to the best of their ability, students also study the different types of training offered by businesses.

5. Understand the key principles of a business then learn how businesses identify, understand and target their customers with advertising and other methods of promoting their products. Students understand how market research is used by businesses to make informed decisions.
6. Examine the finances of real businesses and understand how they raise the finance they need to establish and expand their businesses. Students will develop their numeracy skills in business by showing how businesses manage their cash, calculate their profits (or losses) and use financial data to judge their performance.

Aims/Outcomes

- Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
- Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts
- Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems
- Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds
- Use an enquiring, critical approach to make informed judgements in various Business contexts
- Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth and understanding of business
- Develop and apply quantitative skills relevant to business, including using and interpreting data
- Develop numeracy skills in how to use numbers effectively based on real Business scenarios
- Study actual Businesses and learn how they are affected by issues and topics