

# **Business**

## **Overview**

The business department offers a wide ranging curriculum which is both interesting, academically challenging and will prepare you for your future. Whatever career you choose to follow, business will offer you the skills and understanding to excel.

## **KS4 curriculum**

We currently offer the Edexcel GCSE business studies specification, where students will learn about marketing, finance, starting a business, human resources and the wider economy. By using contemporary case studies which are relevant to students they are able to apply their understanding with confidence. Competition is key in business and is reflected in the department with inter class challenges as well as competing with other schools.

## **KS5 curriculum**

Currently at KS5 we offer A levels in applied business studies, applied leisure and economics. By offering a mix of applied and academic subjects we ensure all our students are catered for.

## **Applied business**

The course offers students the opportunity to complete a feasibility study on a new business idea of their own, radically change the marketing of an existing product, calculate and evaluate the finances of national companies and analyse the motivational techniques used in a local business. A hands on approach ensures students understand fully the different requirements of a business.

## **Applied leisure**

Leisure is one of the fastest growing industries. This course applies business concepts such as marketing, customer relations, human resources and organisations to this specific industry. Each year students are required to organise and participate in an outdoor activity, which not only enables them to understand the legal requirements of running such events, but also develops their team working skills.

## **Economics**

Through economics our students learn how the government balances the unemployment, inflation and growth while in contrast looking at individual business and the impact of the choices they make.

Our KS5 students have attended university masterclasses as well as competed in the subway design a sub competition, the BASE Accountancy competition, visited Cadbury world and developed their understanding thanks to the wealth of experience shared by outside speakers.

## **External assessment and controlled assessment**

### **KS4**

#### **GCSE business studies**

Unit 1: Multiple choice exam (25%)

Unit 2: Controlled assessment (25%)

Unit 3: Long answer questions exam (50%)

## KS5

### Applied business A level

- AS Unit 1: Investigating people at work (examination)  
Unit 2: Investigating business (coursework)  
Unit 3: Investigating marketing (coursework)
- A2 Unit 8: Business development (controlled assessment)  
Unit 9: Managing and developing people  
Unit 11: Impact of finance on business decisions

### Applied leisure A level

- AS Exploring leisure (coursework)  
Customer service in the leisure industry (coursework)  
Leisure industry practice (examination)
- A2 Event management (coursework)  
Human resources in the leisure industry (examination)  
Leisure in the outdoors (coursework)

### Economics A level

- AS Markets in action  
The national economy
- A2 The global economy  
The economics of work and leisure

## **SMSC in business**

The development of spiritual, moral, social and cultural education is at the core of many of the lessons within the business department. Judgments are made that not only have an impact on individuals but also business, the local community, the UK and World as a whole.

The business department includes business studies, leisure and economics. Each subject encourages students to take responsibility for their decisions and balance their opinions with the impact of these decisions on others.

## **Spiritual development in business**

Requires students to consider the views of others, the impact of their decisions and reflect on decisions once they have been made. Business is not just about making day to day decisions, but at the heart of this is a deeper understanding of the needs and wants of individuals and society as a whole. By considering the impact of decisions on stakeholders, students can understand the costs and benefits of the decision as a whole. Spiritual development is shown in the business department by:

GCSE business: Exploring the roles of pressure groups and the impact of these on business, such as those against animal cruelty and the impact of this on the decisions businesses make.

A level Applied Business: Developing a business idea that builds from their interests and the needs of the local environment.

A level Applied Leisure: Considering the impact of discrimination and employment laws.

A level economics: Considering how people's beliefs impact on the economic decisions, such as women's role in work and leisure.

### **Moral development in business**

Requires students to use cost benefit analysis to make decisions and consider the impact of these on themselves, businesses and the wider community. All case studies are based on real businesses and issues that are faced on a daily basis. By understanding these issues, students can empathise with the needs and wants of the stakeholders concerned. Students' moral development is shown in the business department by:

GCSE business: Application of consumer protection laws to businesses and customers.

A level applied business: Studying the impact of financial decisions on the business and its stakeholders.

A level applied leisure: studying ramblers and their right to access.

A level economics: studying the positive and negative impact of market failures such as the health service and smoking.

### **Social development in business**

Social development in business is essential through the development of team work and are also given the opportunity to show their leadership skills. Very few businesses are run independently by one person, so it is essential for students to understand and practice the skills to work as a team, solve problems and lead others for the benefit of their vision. Being able to understand these skills can only be done through self and peer review, which has become a core skills within the department. Students' social development is shown in the business department by:

GCSE business: Using teamwork to add value to products and balance the skills of the group to compete with others.

A level applied business: Using teamwork skills to cooperate during human resources activities.

A level applied leisure: Running an event for the benefit of others within the school.

A level economics: Researching the UK economic system and the importance of both the taxation and benefits systems.

### **Cultural development in business**

Cultural development in business is developed through the understanding of the cultural heritage of the Wyre Forest and the impact on multinational businesses on this. 21<sup>st</sup> century business is multinational and students are faced with businesses that originated in other countries every day. It is important for them to understand where these businesses are from, as well as the constraints and benefits they face from trading internationally. Students' cultural development is shown in the business department by:

GCSE business: Studying of international trade, including exchange rates and the impact of EU legislation.

A level applied business: Researching and visiting to Cadbury to understand the impact of it being a multinational company but still wanting to maintain its national identity.

A level applied leisure: Participation in sporting and cultural activities, both locally and at Llanrug. Research into the impact of culture on the leisure industry.

A level economics: Studying both the national and international economy and global economy units to build an extensive understanding of the impact of culture on the economic decisions made.