

Business studies equips students with a wide range of transferable skills including problem-solving, communication and financial and IT skills, invaluable to all careers and industries. It also provides the knowledge students need to be entrepreneurial and start up their own company, as well as opening up diverse career opportunities and support for the navigation of the modern global economy.

Studying the business environment gives students an understanding of the wider contexts in which businesses operate and of internal business functions and their interdependencies. They learn to appreciate how legal, financial, ethical and resource constraints can affect business behaviour and the influence that different stakeholders can have and how businesses must respond.

They will also gain an understanding of the type of critical skills needed when working in business, such as organisation, prioritisation and effective communication. They will learn about different business documents and protocols that most businesses expect employees to follow.

Studying customers and communication allows students to appreciate how vital customers are to the success of a business, and gives them an understanding of how important it is for businesses to know their customers and what influences their behaviour.

What are the fundamental concepts of business?

- **Management:** The process of planning, organising, leading, and controlling resources to achieve organisational goals.
- **Marketing:** Activities related to promoting and selling products or services, including market research, consumer behaviour, and advertising.
- **Finance:** The management of a business's money and investments, including budgeting, financial analysis, and capital procurement.
- **Human Resources (HR):** Managing the employee lifecycle, which includes recruitment, training, compensation, motivation, and employee relations.
- **Operations:** The day-to-day activities required to produce goods and services, including production, quality control, and supply chain management.
- **Entrepreneurship:** The process of starting and managing a new business, including identifying opportunities and developing a business plan.
- **Economics:** Understanding how supply and demand, pricing, and market forces affect a business.

- **Business Ethics:** Making decisions that are both legally compliant and morally responsible, while considering the impact on stakeholders and the environment.
- **Strategic Management:** Developing and implementing strategies to gain a competitive advantage and achieve long-term organizational success.

What topics will the pupils be studying in each year?

Over the course of the Extended Certificate qualification, students study 5 units. 3 of these are mandatory (Unit 1, 2 and 4) and there is a choice of 2 further units.

The three mandatory units are:

- Unit 1 - The business environment
- Unit 2 - Working in business
- Unit 4 - Customers and communication

The two optional units we study are:

- Unit 5 – Marketing and Market Research
- Unit 8 – Introduction to human resources

Year 12	Year 13
Unit 1	Unit 8
Unit 4	Unit 5
Unit 2	Opportunities for re-sit exams if needed

What key skills will the pupils develop over time?

Communication skills

Planning and organisation skills, including time management

Teamwork

Research

Analysis and evaluation

IT skills

How are all pupils learning in business?

Students experience the business programme of study through a variety of methods from taught lessons that culminate in examination, to lessons where students are working on internally assessed coursework units.

Small class sizes allow teachers to provide more one-to-one support in business. Progress is closely monitored and students are set tasks suitable to both target and aspirational grade. All students are taught to the highest level and adapted support is provided, where needed, for example report writing templates and writing frames.

Collaborative team exercises help students develop independent learning and support revision strategies for the examined units.

Lessons facilitate the activation of students' prior knowledge through the use of structured activities. This allows the development of knowledge retrieval supporting students in their exam preparations.

The use of information technology is integrated into both exam preparation lessons and coursework lessons, to maximise opportunities to high-quality research opportunities.

All pupils benefit from clear internal deadlines to support students independently managing their own workload and to ensure that work is submitted to external moderation timelines.

For coursework students have access to grade descriptors and marking grids so they understand what is expected of them, and they have access to model work of the appropriate level.

How are pupils assessed in business?

Students are formally assessed on the three mandatory units as a mixture of external and internal assessment:

- Unit 1 - The business environment (externally marked examination)
- Unit 2 - Working in business (externally marked examination)
- Unit 4 - Customers and communication (internally marked coursework)

The two optional units we study are:

- Unit 5 – Marketing and Market Research
- Unit 8 – Introduction to human resources (internally marked coursework)

Students are assessed in the classroom informally using teacher questions and interactive online topic quizzes. Students are given access to past papers, which are then marked by the teacher and appropriate improvement feedback given.

For examined units, homework is set as revision tasks. Coursework is completed during lesson time in school, however, research tasks may be set as homework, which

supports knowledge and understanding for internally-assessed coursework. Students may also be directed to complete particular tasks in their study periods.

Where students are not making expected progress, they are given one-to-one support by the teacher. Progress is tracked closely against targets and there are opportunities to resubmit coursework tasks and re-sit external examinations, where needed.

How can pupils progress in business?

Students studying business at Level 3 can go onto Level 4 and 5 study, including university degrees or modern apprenticeships. Or they would be well equipped to go into employment.

Studying business would facilitate access to a range of career opportunities including:

- Finance and accounting
- Management and consultation
- Marketing and sales
- Human resources
- Public relations
- Project management
- Analytics
- Supply chain
- Logistics and distribution
- Administration