

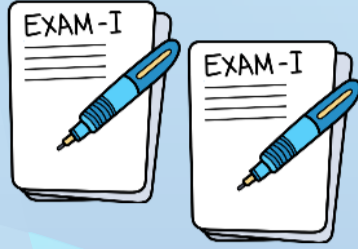


BUSINESS STUDIES



Continue your lifelong love of learning and personal development

- Apprenticeship
- College
- University
- Workplace



Exam Technique focusing on application to a case study.



Globalisation Pupils analyse the impact of globalisation on business including exchange rates.



Ethics & Environmental Issues pupils look at the impact of ethical and green issues on a business.

POST-16 PATHWAY

2 x 90 minute exams worth 50% each.

Revision of all topics so far.

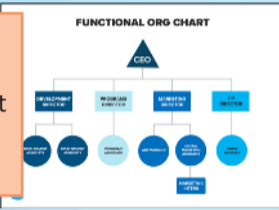
Revise!

Training Pupils compare and contrast on the job and off the job training.

Revenue, Costs and Profit Pupils can complete key business calculations.



Organisational Structures comparing different hierarchical structures.



Recruitment & Employment Law Pupils understand the recruitment process from advert to employment.



WELL DONE!



YEAR 11

Motivation Pupils compare and contrast financial and non-financial motivators.

Sources of Finance Pupils compare and contrast internal and external sources of finance.



Breakeven and Cash Flow Pupil can calculate draw and interpret each finance tool.

Communication examining internal and external methods of communication.

Market Research / Segmentation Pupils will compare different methods of primary and secondary research.



Customer Service Pupils study the importance and different aspects of good customer service.



Stakeholders Pupils will look at internal and external stakeholders and their impact of business activities.



The Marketing mix Pupils examine the main elements of the marketing mix, price, product, place and promotion.

Communication examining internal and external methods of communication.

Location Pupils considers the factor that affect the location of a business.



Production Pupils compare different production methods, quality control methods and the impact of automation.

Ownership Pupils compare sole traders, partnerships, limited companies and franchises.



YEAR 10

Entrepreneurship Pupils explore the risks and rewards of starting your own business.

Project 2 Start

Price and Promotion Pupils can compare and contrast different pricing and advertising strategies.

Organisational Structures comparing different hierarchical structures.

E Commerce Pupils examine the impact of the internet on businesses.

Marketing Basics Pupils will learn about unique selling points and market segmentation.



Health and Safety Pupils will explore the rights and responsibilities of employers and employees.



Stakeholders Pupils will look at internal and external stakeholders and their impact of business activities.



Market Research Pupils will compare different methods of primary and secondary research.



Project 1 Start

YEAR 9