

Business Studies KS3 and KS4

What are the aims of the course?

- To help students understand the factors that might realise a business from an idea into a commercial success.
- To learn how to use information and understand all types of business to help analyse and justify the actions needed to become more successful.
- To understand the importance of external and legal issues which are applied to today's globally competitive market.

What is the content of the course?

In Year 9, students will be introduced to a wide range of business topics as a foundation to the three assessed units in Years 10 and 11. Topics include:

- Business in the Real World
- Influences on Business
- Business Operations
- Human Resources
- Marketing
- Finance



The work will combine knowledge and understanding of business concepts and terms with a practical application using project work, research assignment and a significant use of ICT. All external assessments will take place in Year 11. Students apply their knowledge and understanding to different business contexts, ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts. Students develop an understanding of how these contexts impact on business behaviour.

What will be assessed during the course?

Students need to learn to justify their views about the actions a business should take. This requires knowledge, application and analysis before making reasoned judgements. Problem-solving underpins activities in class with case study exam technique developed throughout the course. Students can expect to argue their ideas both in small groups and in whole class situations.

There will be two external exams at the end of Year 11:

Paper 1 – Influences of operations and HRM on business activity

Written exam: One hour 45 minutes worth 50% of the GCSE testing knowledge and application of operations and human resources and how they influence businesses in the real world.

Paper 2 – Influences of marketing and finance on business activity

Written exam: One hour 45 minutes worth 50% of the GCSE testing knowledge and application of marketing and finance and how they influence businesses in the real world.

Both exams have a combination of multiple choice, data response and case study questions.

