

# Business



## Curriculum Intent

### GCSE and A Level

Our Business courses aim to give students a solid grounding in the workings of Businesses. Whether they aspire to entrepreneurship or a successful career in any industry, students will learn academic and life skills to help them achieve.

The advantage of a Business course is the range of valuable transferable skills and knowledge that will apply to and complement any subjects or career choice.

- Learning about money helps students to develop skills in budgeting and financial awareness.
- Studying people management helps build leadership skills, while looking at recruitment gives an insight to what prospective employers are looking for.
- Operations management allows students to consider design, functionality and production of products.
- Marketing helps students make sense of the wave of marketing messages they will be exposed to every day, the value of Social Media, whilst building insight in Market Research to collect, sample and analyse data.
- Strategy and decision making - preparing students for leadership and management opportunities by analysing organisations, the competitive and economic environment and building a vision to ensure any Business or Organisation they are involved in can succeed.

Of course, we also inspire our students to achieve fantastic academic results in their GCSE and A level courses alongside understanding Business and building skills for life.

## Curriculum Implementation

### Key Stage 4: GCSE (AQA)

GCSE Business (AQA) Assessment is terminal and will be at the end of Year 11.

Paper 1 covers 3.1,3.2,3.3 and 3.4

Paper 2 covers 3.1,3.2,3.5 and 3.6

Both papers last 1 hour and 45 minutes.

#### Year 10

3.1 Business in the Real World  
3.3 Operations  
3.4 Human Resources

#### Year 11

3.2 Influences  
3.5 Marketing  
3.6 Finance

### Key Stage 5: A Level (AQA)

A level Business (AQA) Assessment is terminal and will be at the end of Year 13. Papers 1, 2 and 3 cover all material, 2 hours & 100 marks each.

#### Year 12

1 What is business?  
2 Managers, leadership and decision making  
3 Marketing  
4 Operations  
5 Financial  
6 Human resources

#### Year 13

7 Analysing the strategic position of a business  
8 Choosing strategic direction  
9 Strategic methods: how to pursue strategies  
10 Managing strategic change