

BUSINESS

Business is a very popular choice for students at both GCSE and A Level as it deals with skills and issues relating to their working life beyond school and university. The department has highly qualified staff that has had substantial business experience to bring the subject to life.

Year 8

Financial Capability: These lessons are delivered by the form tutor in tutorial time and cover topics to encourage money management. Topics include: Opening a bank account, budgeting, savings, banking and business terms.

Year 9, 10 & 11 – OCR GCSE Business (9-1) Specification J204

The qualification is built around the concept of starting your own small business and then how a business develops beyond the start-up phase to survive, consolidate and grow. The emphasis is on small business as students often want to run their own business and the small business aspect makes the subject real and accessible. There are two modules to this qualification; the first module focuses on all the elements necessary for a successful start-up, the second looks at finance, operations and the wider influences on businesses.

Business 1: business activity, marketing and people (01)

This module comprises 50% of the total GCSE grade. It is assessed by a 1 hour 30 minute paper worth 80 marks.

- **Business activity** – This module explores entrepreneurship, and reasons for creating a business. We learn about business planning and the different kinds of business ownership before moving on to business aims, stakeholders and methods of growth.
- **Marketing** – This section is all about market research, segmentation and the marketing mix, which is made up of price, product, place and promotion.
- **People** – This unit contains all elements of human resources such as organisational structure, communication, recruitment, motivation, training and employment law.

Business 2: operations, finance and influences on business (02)

This module also comprises 50% of the total GCSE grade and is assessed by a 1 hour 30 minute paper worth 80 marks.

- **Operations** – This unit contains consumer law, business location, quality control and the various production processes.
- **Finance** – This has many aspects of finance such as cash flow forecasting, break-even analysis, sources of finance and various profitability calculations.
- **Influences on business** – This unit focuses on ethics, environmental considerations, the economy and globalisation.
- **The interdependent nature of business** – This final section discusses how the different departments in a business work collaboratively to achieve organisational goals.

Sixth Form – Edexcel A-Level Business

AS specification reference: 8BS0

A-Level specification reference: 9BS0

Background

A-level Business allows students to study various businesses and gain an understanding of how they work, as a whole, in a range of different contexts. Students will learn how various businesses behaviour is viewed differently by a range of different groups. The ability to devise approaches to different businesses, opportunities and issues will be acquired as the course progresses.

Content

In the first year students will learn two themes. One is 'Marketing and people', while the other is 'Managing business activities'. In the second year students will learn a further two themes. The first is 'Business decisions and strategy' with the second being 'Global business'. The specification is comprehensive and covers a range of topics from finance, all the way through to human resources.

Assessment

Each paper is worth 80 marks and is worth 50% of the AS qualification.

Each paper is 1 hour 30 minutes in duration.

Paper 1 will assess marketing and people, entrepreneurs and business start-up.

Paper 2 will assess business finance and operations, and external influences on business.

For theme 1

The questions in Sections A and B will be drawn from Theme 1 content.

The question in Section C will also be drawn from Theme 2 content requiring students to make connections between marketing and people (Theme 1) and managing business activities (Theme 2).

For theme 2

The questions in Sections A and B will be drawn from Theme 2 content.

The question in Section C will also be drawn from Theme 1 content requiring students to make connections between managing business activities (Theme 2) and marketing and people (Theme 1).

Questions will be drawn from local, national and global contexts for each paper.

Where can it lead?

Students with an AS or A Level in Business will have access to a broad range of potential careers and opportunities and Higher Education institutions.

The qualification will introduce you to international business, equipping you to work in, or to manage a business based in the UK or internationally. You will get a head start in careers such as Business Management, Marketing, Human Resources, and Law.

Sixth Form – A-Level Business

Students that choose to continue with the subject to a full A-level will build upon the skills and knowledge that they have learnt in AS but in with a clear strategic, and global focus.

Units

Theme 3 is called Business decisions and strategy

Theme 4 is called Global business

Assessment

Paper 1 makes up 35% of the qualification and will assess marketing, people and global businesses. Questions will be drawn from Themes 1 and 4, and from local, national and global contexts.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.
- Duration: 2 hours.
- 100 marks available.

Paper 2 makes up 35% of the qualification and will assess business finance and operations, business decisions and strategy. Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.

- Duration: 2 hours.
- 100 marks available

Paper 3 makes up 30% of the qualification and will assess content across all four themes. Questions will be drawn from local, national and global contexts. For Paper 3, there will be a pre-released context document issued on our website in November of the previous year. A new context will be given to centres each year and will relate to the examination series for the following summer. The context will focus on a broad context, such as an industry or market in which businesses operate. The question paper will be in two sections. The first section will focus on the broad context provided. This will be outlined to centres through the pre-released document. Questions will focus on the broad context. The second section will focus on at least one strand within the context provided, such as a particular business. Each section will contain unseen stimulus materials comprising quantitative and qualitative evidence. Students are required to apply their knowledge and understanding from Themes 1, 2, 3 and 4 and their understanding of the broad context to this evidence. Students cannot take any of their research or investigation data carried out as part of the pre-release into the examination.

Overview of assessment

- Written examination.
- The paper comprises two sections.
- Students answer all questions from both sections.
- Sections A and B each comprise one data response question broken down into
- a number of parts, including one extended open-response question.
- Duration: 2 hours.
- 100 marks available.

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Sixth Form – BTEC National Level 3 Certificate in Business

Course code: 601/7155/8

The BTEC National Level 3 Certificate in business is the equivalent of an AS level qualification. It comprises of 2 units, which are worth 50% of the qualification each.

Units and assessment:

- **Exploring Business** – In this unit you will explore the features of different businesses and analyse what makes them successful as well as investigate how businesses are organised. You will examine the environment in which businesses operate and examine their markets. Finally, you will investigate the role and contribution of innovation and enterprise to business success.

This unit is assessed through internally set investigations that your class teacher will set you.

- **Developing a Marketing Campaign** – In this unit you will learn about marketing principles, concepts, processes. You will analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns. You will also be required to make decisions about how a marketing campaign should be planned, developed and adapted in light of changing circumstances

This unit is assessed externally through an investigation that the exam board will set. It requires completion during a 3 hour supervised time window and then is sent to the exam board for marking. A pre-release case study is given to you 2 weeks beforehand to allow time for research and preparation.

Where can it lead?

Just as with the A-Level, students with a BTEC National certificate will have access to a broad range of potential careers and opportunities and Higher Education institutions.

The qualification will introduce you to the core business theory, equipping you to work in, or to manage a business based in the UK or internationally.

Sixth Form – BTEC National Level 3 Extended Certificate in Business

Course code: 601/7159/5

The extended certificate is the equivalent of a full A-Level qualification. In the extended certificate you build upon your certificate with two further units. The first is called Personal and Business Finance and is mandatory.

The second is chosen by the business department teachers and there is recruitment and selection, investigating customer service, market research or the English legal system available.

Units and assessment in the second year:

- **Personal and Business Finance**– In this mandatory unit you will be required to understanding business and personal finance principles, concepts and theories. You will grow to understand financial issues and accounting processes based on real-life scenarios. You will be required to analyse and understand financial information before providing a judgement about the business, or individuals situation.

This unit is assessed through an externally assessed exam, which is worth 80 marks and is 2 hours in duration.

- **The final unit is chosen based on what the teachers feel is most appropriate. It could be one of several units, which could be recruitment and selection, investigating customer service, market research or the English legal system.**

This unit is assessed through internally set investigations that your class teacher will set you.

Where can it lead?

Just as with the A-Level, students with a BTEC Extended National certificate will have access to a broad range of potential careers and opportunities and Higher Education institutions.

The qualification will introduce you to the core business theory, equipping you to work in, or to manage a business based in the UK or internationally.

Links

OCR Business GCSE

<http://www.ocr.org.uk/qualifications/gcse-business-j204-from-2017/>

Pearson BTEC National Level 3 Certificate

<http://qualifications.pearson.com/en/qualifications/btec-nationals/business-2016.html>

Edexcel Business A-Level

<http://qualifications.pearson.com/en/qualifications/edexcel-a-levels/business-2015.html>