

BUSINESS STUDIES

Exam board: Cambridge

Assessment Method

100% examined. Two written exam papers, completed at the end of the course.

Exam Length

Paper 1: 1-hour 30 minutes, short answer and data response

Paper 2: 1-hour 30 minutes, case study

Breakdown of units

1 Understanding business activity

This section introduces the underlying ideas and concepts of business and includes the purpose and nature of business activity and how businesses can be classified. Enterprise and entrepreneurs, and why some businesses grow while others remain small are further important issues. How business size can be measured, types of business organisation, business objectives and stakeholder objectives are the concluding topics.

2 People in business

The focus is the functional area of human resources and includes the importance and methods of motivating a workforce. How businesses are organised and managed and the methods of recruitment, selection and training of employees are also considered. Finally, the section covers the importance and methods of effective internal and external communication.

3 Marketing

This section includes the role of marketing, the distinctions between niche and mass markets and the techniques of market segmentation. The methods and importance of market research are covered. The central role of the marketing mix, i.e. the four Ps, is made clear. Marketing strategies to influence consumer decisions at home and in new foreign markets are the final topics in this section.

4 Operations management

The focus is the functional area of production and includes the meaning and methods of production and how productivity can be increased. The different costs of production and break-even analysis are covered. The section concludes with the importance and methods of achieving quality in the production process and location decisions of businesses.

5 Financial information and decisions

This finance and accounting section covers the need for and sources of business finance, cash-flow forecasting and working capital. Simple income statements are covered as well as statements of financial position and the analysis of accounts including why and how accounts are used.

6 External influences on business activity

This section focuses on different external influences on business activity and how these impact on a business. It includes government influences on economic, environmental and ethical issues and how they impact on the functional areas of businesses. In addition, the international economy including globalisation and its effects on businesses and governments, multinational businesses and exchange rates are important issues. Legal constraints are an external influence to be considered but these influences are covered in the relevant functional areas above, as well as in this last section.

Coursework

N/A

Overlap with other subjects

Business Studies naturally links very strongly with Mathematics and both numerical analysis and calculation skills are developed throughout the course. It also links to PSHE as students are encouraged to consider the ethical, legal, cultural and environmental concerns associated with business.

Lower School Teaching Staff

Neal Layton

Andy Smith



BUSINESS STUDIES

Programme of Study

<p>Autumn Term 1</p> <ul style="list-style-type: none"> • Understanding business activity <ul style="list-style-type: none"> • Business activity • Classification of businesses • Enterprise, business growth and size • Types of business organisation • Business objectives and stakeholder objectives • People in business <ul style="list-style-type: none"> • Motivating employees • Organisation and management • Recruitment, selection and training of employees • Internal and external communication 	<p>Autumn Term 2</p> <ul style="list-style-type: none"> • Marketing <ul style="list-style-type: none"> • Marketing, competition and the customer • Market research • Marketing mix • Marketing strategy • Operations management <ul style="list-style-type: none"> • Production of goods and services • Costs, scale of production and break-even analysis • Achieving quality production • Location decisions
<p>Spring Term 3</p> <ul style="list-style-type: none"> • Financial information and decisions <ul style="list-style-type: none"> • Business finance: needs and sources • Cash-flow forecasting and working capital • Income statements • Statement of financial position • Analysis of accounts • External influences on business activity <ul style="list-style-type: none"> • Economic issues • Environmental and ethical issues • Business and the international economy 	<p>Spring Term 4</p> <ul style="list-style-type: none"> • Revision of all six topics
<p>Summer Term 5</p> <ul style="list-style-type: none"> • Exam Revision • Paper 1 – Short answer and data response • Paper 2 – Case study 	<p>Summer Term 6</p> <ul style="list-style-type: none"> • Revision lessons

