

Business Studies Department Rationale

In **Business Studies** we aim to provide students with transferable skills which can be used in most future programmes of study or careers. We endeavour to equip young people with the knowledge and skills required for future employment, but also to enable them to participate in the community as a whole and to develop the behaviours and attributes needed to progress and succeed in education and in work; in short, in life. We will develop students' skills of analysis, interpretation and evaluation and ultimately help our students become effective communicators, innovative strategists and budding entrepreneurs.

Aims of the Business Studies course

Our Cambridge Technicals Extended Certificate in Business develops students' core skills and understanding of the requirements of the business sector. Students gain hands-on experience and have the opportunity to focus on specific topics such as human resources, marketing, accounting and business planning. Vocational education is not just about results, it's about educating people in the knowledge and skills required for employment and for the community as a whole. It's also about developing the behaviours and attributes needed to progress and succeed in education and in work.

Cambridge Technicals in Business focuses on the skills, knowledge and understanding that today's universities and employers demand. Students will practically apply their skills and knowledge in preparation for further study or the workplace. They will consider a range of different business types and gain an understanding of how the choice of business type might affect the objectives that are set. Students also look at the internal workings of businesses, including their internal structure and how different functional areas work together. Plus, by looking at the external constraints under which a business must operate, they gain an understanding of the legal, financial and ethical factors that have an impact. Students also explore ways in which businesses respond to changes in their economic, social and technological environment; and gain an appreciation of the influence different stakeholders can have upon a business. The business world places a high value on the ability to research, analyse and evaluate information in order to make considered decisions and students will have the opportunity to gain these vital

skills. Alongside this they will develop practical employability skills, including the ability to communicate effectively with both internal and external stakeholders, and to manage their time effectively.

Year 12	Content	Skills	Link to specification	Rationale
Term 1	<ul style="list-style-type: none"> ● Understand different types of businesses and their objectives ● Understand how the functional areas of businesses work together to support the activities of businesses ● Understand the effect of different organisational structures on how businesses operate ● Be able to use financial information to check the financial health of businesses ● Understand the relationship between businesses and stakeholders ● Understand the external influences and constraints on businesses and how businesses could respond ● Understand why businesses plan 	Knowledge Application Analysis Calculation Evaluation Interpretation of business documents Justification of business decisions	Unit 1	<p>This unit provides an overview of the whole environment in which businesses operate. It provides an introduction to business, for those who have never studied the subject before, whilst increasing the depth of knowledge in the subject for those who have studied it at KS4.</p> <p>This unit is externally assessed in the January, with resit opportunities available in June and January. Unit 1 is a core unit.</p>

	<ul style="list-style-type: none"> ● Be able to assess the performance of businesses to inform future business activities 			
Term 2	<ul style="list-style-type: none"> ● Understand protocols to be followed when working in business ● Understand factors that influence the arrangement of business meetings ● Be able to use business documents ● Be able to prioritise business tasks ● Understand how to communicate effectively with stakeholders 	Knowledge Application Analysis Calculation Evaluation Interpretation of business documents Justification Communication Creation of business documents	Unit 2	<p>This unit will cover the skills and understanding needed to work effectively within a business environment. This includes arranging meetings, working with business documents, making payments, prioritising business activities and communicating with stakeholders. The way that these activities are dealt with will vary according to the specific business protocols in place. Some of these will be specific to a functional area; however, many are common to almost all job roles.</p> <p>This is an externally assessed unit, which students sit in June. It is a core unit.</p>
Term 3	Understand who customers are and their importance to businesses Understand how to communicate with customers	Knowledge Application Analysis Calculation Evaluation Interpretation of business documents		Customers are vital to the success of any business. It is essential that businesses consider the importance of the customer experience and ensure that they communicate effectively with them, whether internal or external. Repeat business

	<p>Be able to establish a rapport with customers through non-verbal and verbal communication skills</p> <p>Be able to convey messages for business purposes</p> <p>Know the constraints and issues which affect the sharing, storing and use of information for business communications</p>	<p>Justification of business decisions.</p> <p>Communication-verbal/non verbal/written.</p> <p>Creation of business documents.</p>		<p>is crucial for future revenue and financial certainty. Businesses depend on customer satisfaction and customer loyalty. To build this you need to know who your customers are and what influences their behaviours. In this unit you will learn the purpose, methods and importance of communication in business and the appropriateness of different forms of communication for different situations. You will develop the skills that will help you create a rapport with customers and have the opportunity to practise and develop your business communication skills. You will also learn about the legal constraints, ethical and security issues that affect how businesses store, share and use information.</p> <p>This is a core unit. The three units studied in year 12 also form the CTEC Certificate in Business, so if, for whatever reason a student leaves the course at the end of year 12, they are still able to gain a qualification from the units studied. This is an internally assessed unit, in</p>
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				which students use the knowledge gained from units 1 and 2, and apply it to a business scenario.
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Year 13	Content	Skills	Link to specification	Rationale
Term 1	<ul style="list-style-type: none"> Understand the role of marketing in businesses Know the constraints on marketing Be able to carry out market research for business opportunities 	Knowledge Application Analysis Calculation Evaluation Design of a research study Implementation of a study Interpretation/analysis of the results of a study Make recommendations and justify them based on the results of the research study.	Unit 5	Marketing is the function that makes sure a business sells the right products, at the right price, in the right place, using the most suitable promotion methods. Successful marketing is essential if a business is to survive in a very competitive business world. The unit has particular emphasis on the role of market research and how it contributes to marketing decision-making, and the actions a business may take. Market research is the process by which organisations obtain the information they require. You will gain an in-depth understanding of primary and secondary market research methods used to inform marketing decision-making and any constraints on marketing activities. You will develop an understanding of the importance of selecting appropriate market research methods for market research proposals and

	<ul style="list-style-type: none"> ● Be able to validate and present market research findings 			<p>you will be able to carry out market research, analyse the market research findings and present the findings.</p> <p>This is an internally assessed unit.</p>
Term 2	<ul style="list-style-type: none"> ● Know the factors that are involved in human resources planning ● Be able to assess the effectiveness of training and development ● Understand how and why businesses motivate employees ● Understand the importance of monitoring and managing employee performance at work 	<p>Knowledge Application Analysis Calculation Evaluation Interpret given data and suggest business decisions-with rationale and justification based on the data.</p>	Unit 8	<p>People are the most valuable resource to any organisation or business and in order to obtain the greatest value from them, they need to be managed and supported. It is the human resources (HR) function in a business that has a significant role in ensuring this happens. The human resources function will work with other key functions to ensure the success of the business. In this unit, you will gain an overview of the HR function and learn about factors affecting human resources planning. You will understand the importance of motivating and training employees to achieve their potential and be able to assess the effectiveness of training and development. You will learn how to measure employee performance. You will also understand how and why confidentiality is important for the HR function.</p> <p>This is an internally assessed unit.</p>

	<ul style="list-style-type: none">• Understand the importance of confidentiality within the human resources function			
Term 3	Exam revision	Knowledge Application Analysis Calculation Evaluation.	Unit 1/2	Prepare students for resits as needed