

# Business Studies and Economics

## Introduction

The Business Studies department currently offer the following courses to Key Stage 4 and Key Stage 5 students:

- GCSE Business Studies (Key Stage 4)
- A Level Business Studies (Key Stage 5)
- A Level Economics (Key Stage 5)

## GCSE Business Studies

### Curriculum Information: Key Stage 4

The units/areas of study for Key Stage 4 are outlined below:

Year 10	
3.1 Business in the real world 3.2 Influences on business 3.4 Human resources	
Year 11	
3.3 Business operations 3.5 Marketing 3.6 Finance	
Assessment	
<div> <div>Component 1</div> <div> <b>What's assessed</b> <ul style="list-style-type: none"> <li>• Business in the real world</li> <li>• Influences on business</li> <li>• Business operations</li> <li>• Human resources</li> </ul> </div> <div> <b>How it's assessed</b> <ul style="list-style-type: none"> <li>• Written exam: 1 hour 45 minutes</li> <li>• 90 marks</li> <li>• 50 % of GCSE</li> </ul> </div> <div> <b>Questions</b>            Section A – multiple choice questions and short answer questions.             Section B – one case study/ data response stimuli with a range of question types.             Section C – one case study/ data response stimuli with a range of question types including a 15 mark question drawing on any areas of the specification.         </div> </div>	<div> <div>Component 2</div> <div> <b>What's assessed</b> <ul style="list-style-type: none"> <li>• Business in the real world</li> <li>• Influences on business</li> <li>• Marketing</li> <li>• Finance</li> </ul> </div> <div> <b>How it's assessed</b> <ul style="list-style-type: none"> <li>• Written exam: 1 hour 45 minutes</li> <li>• 90 marks</li> <li>• 50 % of GCSE</li> </ul> </div> <div> <b>Questions</b>            Section A – multiple choice questions and short answer questions.             Section B – one case study/ data response stimuli with a range of question types.             Section C – one case study/ data response stimuli with a range of question types including a 15 mark question drawing on any areas of the specification.         </div> </div>

# A-Level Business Studies

## **Curriculum Information: Key Stage 5**

Year 12
<p>A-level Business content Year 12 (first year) An introduction to key business areas: marketing, operations, finance and human resource management. This includes a special focus on decision making – particularly how decisions made in one area can affect the rest of the business.</p> <p><b><u>Content:</u></b></p> <p>Topic 1 – What is business?</p> <p>Topic 2 – Managers, leadership and decision making</p> <p>Topic 3 – Decision making to improve marketing performance</p> <p>Topic 4 – Decision making to improve operational performance</p> <p>Topic 5 – Decision making to improve financial performance</p> <p>Topic 6 – Decision making to improve human resource performance</p>
Year 13
<p>Year 13 (second year) An investigation of the strategic decisions that all businesses have to make.</p> <p><b><u>Content:</u></b></p> <p>Topic 7 – Analysing the strategic position of a business</p> <p>Topic 8 – Choosing the strategic direction</p> <p>Topic 9 – Strategic methods: how to pursue strategies</p> <p>Topic 10 – Managing strategic change</p>
A-level assessment
<p>A-level assessment consists of three two hour written exams taken at the end of the two year course. Each exam will be worth a third of the A-level. All three papers will draw on material from the whole course, and will feature a range of question styles including multiple choice questions, short answer questions, essay questions, data response questions and case studies.</p>

# Economics

## **Curriculum Information: Key Stage 5**

### **Unit 1 and Unit 2**

The AS (units 1 and 2) aims to give a broad understanding of the whole of Economics and it forms a complete course in its own right. By the end of the first year you will have a very good understanding of:

- The forces influencing the success of the UK and other global economies
- The sets of policies available to the UK government to make the economy stronger, and the limits to those policies apparent in the present economic circumstances.
- Why prices for different goods and services are at different levels and the forces that might make them change.
- Why governments need to intervene in the supply of some goods and services with taxes, laws or in some cases subsidies and state provision.

### **Unit 3 and Unit 4**

The A2 units (3 and 4) look at issues in more detail, as well as expanding the scope of analysis from rich successful economies to poorer struggling ones. We see how the same sets of principles which explain why economies such as the UK and the US are successful also allow us to understand the obstacles keeping countries such as Tanzania or Ethiopia in poverty. The key areas of study are:

- How firms compete with one another, and the consequences of monopoly power
- Further, more detailed analysis of the big issues facing countries such as unemployment, inflation, growth and the Balance of Payments
- In-depth analysis of the issues affecting less developed economies, why some poorer countries have succeed in growing quickly, whereas others are still desperately poor.