



# Blue Coat Church of England Academy

**Year: 11**

**Subject: Business Studies**

## Year 2

In the second year of KS4 students look to develop their understanding of “Building a Business” focusing on key business functions including; Marketing, Finance, People, and Operations and the impact of the economic environment on businesses.

The GCSE is assessed by two exam papers sat at the end of the course. The exams are the same in both length and structure and include case studies of real businesses, with the main difference between the two exam papers being the size and nature of the businesses being considered.

The topics covered during this year are:

Topic 2.1 Growing the business

Topic 2.2 Making marketing decisions

Topic 2.3 Making product decisions

Topic 2.4 Making financial decisions

Topic 2.5 Making human resource decisions

Students are prepared for the examinations through a range of different activities and using different resources.

## Information

*“An entrepreneur is someone who jumps off a cliff and builds a plane on the way down.” Reid Hoffman – co-founder and executive chairman of LinkedIn*

Everything in life is connected to a business. Think about that new top you bought last week and then think of what businesses made it possible for you to be wearing it right now? The obvious ones are the Retail outlet (i.e. the shop) that you bought the top from and the Manufacturing plant (i.e. the factory) that made the top. But what about: The Cotton growers? The Packaging makers? The Delivery company? Health & Safety? Even the companies that manage the finances of all those businesses. Thinking about all those processes and people allows you begin to understand what Business is all about.

As the world becomes more dependent on globalised trade and investment, the demand for well-trained business people grows stronger. Studying Business gives you the skills that will enable you to succeed in any situation in any area of your life, is an investment in your future, and the journey really is a lot of fun! We live in a corporate world and as a result of this business is a universal subject. There are few, if any, careers for which an understanding of business would not be a major benefit and knowledge of Business (as well as Economics or Accounting) is key to attaining and succeeding in highly paid and challenging roles in all levels of management.