

6th Form Open Evening

A-Level Business Studies



Staffing

- Mr Michael Grout - Head of Business Studies and Economics
 - Mr Jacob Gisbey
 - Mr John Faherty
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What makes a good Business Studies Student?

Enthusiasm

Interest

Commitment

Independence

Business Studies A level Course Structure

AS-Level (Yr.12)

- Unit 1 – Planning & Financing a Business
- Unit 2 – Managing a Business

A2 (Yr.13)

- Unit 3 – Strategies for Success
 - Unit 4– The Business Environment and Managing Change
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Unit 1:

Planning & Financing a Business

- ❑ What is Enterprise & What Makes an Entrepreneur?
- ❑ Why Start A Business & Where To Get Ideas From?
- ❑ Types of Business Structure & Economic Sectors
- ❑ Markets & Market Research Uses
- ❑ Sources of Finance & Advice
- ❑ Why Employ People?
- ❑ Where to Locate a Business?

Financial Planning = Costs, Revenue & Profit;
Break-Even; Cash Flow Forecasting; Budgeting

Unit 2:

Managing a Business

- ❑ How to Manage & Improve Finance using Budgets, Cash Flow and Profit & Loss accounts?
 - ❑ How to deal with People in a Business? – recruitment, selection, training, motivation & organising workforce structure.
 - ❑ How to develop effective operations by focusing on quality, customer service & technology?
 - ❑ What makes an Effective Marketing Mix with the 4Ps of Price, Product, Place & Promotion?
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Unit 3 –

Strategies for Success

- ❑ What makes for Effective Objectives & Strategies?
 - ❑ Setting Financial Objectives, Assessing Financial Performance and making informed Investment Decisions
 - ❑ Creating & Implementing Marketing Plans using Market Analysis
 - ❑ Devising an Operational Strategy taking account of scale of production, innovation, lean production and location
 - ❑ Designing a Workforce Plan to ensure good Employee/Employer Relations
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Unit 4:

Business Environment & Managing Change

- Setting Mission, Aims & Objectives which take account of External Influences (**Political Economic Social Technological Legal & Environmental**)
 - Adapting to changes in ownership & culture including the importance of information management
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Entry requirements

- ❑ GCSE Business Studies not a requirement, but if taken we require a B grade in it to continue
 - ❑ Numeracy – GCSE maths is sufficient, maths within the course is very basic – but significant amounts of analysis of numerical information is required.
 - ❑ Literacy – lengthy, well structured answers are needed so a C or above in English language is necessary.
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Young Enterprise

- ❑ We strongly recommend in the lower 6th that students take part in the programme as it is a brilliant link between the theory and practice for business.
 - ❑ One evening a week 4 – 5p.m. plus additional planning and production time.
 - ❑ Useful for University personal statements
 - ❑ Real life skills!
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Business or Economics?

- ❑ Both are highly regarded by Russell Group Universities
 - ❑ Business Studies is very applied to individual circumstances so flexibility is required in considering decisions
 - ❑ Economics also has an applied element but use of theory is to help explain situations rather than to make decisions
 - ❑ However, taking both is discouraged, a broad range of subjects at AS is highly recommended and although there is overlap, the way theory is used is different and can cause problems with written technique approaching exams.
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What now?

- ❑ Talk to any current Business & Economics students you meet tonight – they'll tell you how great it is!
 - ❑ Check specific Uni's to see how they regard Business Studies
 - ❑ Try to get boys involved in business projects & to stay on top of business news
 - ❑ Most importantly - talk to staff we are more than happy to answer individual questions.
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RESULTS

- A/B%
 - 2010 75% A* 4.2%
 - 2009 78%
 - 2008 53%
 - 2007 87%
 - 2006 72%
 - 2005 52%
 - 2004 75%
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