



Curriculum Overview



BUSINESS STUDIES

Curriculum Intent Statement

**Department of Social Science (BTEC Enterprise, Health & Social Care, Economics, Business, Travel & Tourism and Sociology)
Ballakermeen High School**

Curriculum vision A Level: In Year 12, the WJEC AS Business specification introduces learners to the dynamic business environment and the importance of entrepreneurial activity in creating business opportunities and sustaining business growth. Learners will have the opportunity to develop a wide range of essential skills required for higher education and employment. In Year 13, the syllabus enables students to understand and appreciate the nature and scope of business, and the role it plays in society. It encourages students to examine the process of decision-making in a dynamic and changing business environment and to develop critical understanding of business organisations. They learn about business and its environment, human resource management, marketing, operations management and finance and accounting. At Cambridge International A Level, students also learn how to develop a business strategy.

Our AS Level Business Studies curriculum will provide students with the opportunity to:

- Investigate different types and sizes of organisations in various business sectors and environments, drawing on local, national, and global contexts, including data which relates to the Welsh business environment.
- Develop a holistic understanding of business and enterprise and be aware of the opportunities and threats of operating in a global marketplace.
- Be familiar with current issues in business and be able to investigate, analyse and evaluate contemporary business opportunities and problems in a wide range of contexts, whilst recognising how businesses adapt to operate in a dynamic business environment.
- Gain an understanding of the important role played by small businesses in the economy of Wales and the rest of the UK.
- Identify the opportunities that exist for entrepreneurs, as well as the importance of established business and not-for-profit organisations in providing goods and services.

Our A Level Business Studies will provide students with the opportunity to:

- Experience the diverse and dynamic world within which businesses exist, with a focus on how decisions are made.
- Understand how businesses operate within real contexts, analyse alternative courses of action, and develop the ability to make justified recommendations.

These transferable skills are essential for anybody working in a business environment and can facilitate further study within business related areas. Our approach in Cambridge International AS & A Level Business encourages learners to be: confident, using business concepts to solve problems and understand the needs of businesses and their stakeholders within given contexts responsible, understanding that businesses and their stakeholders have responsibilities to society and the environment reflective, evaluating business decisions that have been made to better inform decisions that still need to be made innovative, adapting the business skills of analysis and evaluation to dynamic scenarios in both familiar and unfamiliar contexts engaged, developing an interest in enterprise and facing challenges as future business leaders.

Curriculum Overview – Business Studies

	YEAR 12	YEAR 13
AUTUMN 1	1. Enterprise 2. Business plans 3. Markets	1. External influences on business activity 2. Business strategy
AUTUMN 2	1. Market research 2. Business structure 3. Business location 4. Business finance	1. Organisational structure 2. Business communication 3. Leadership 4. Human resource management strategy
SPRING 1	1. Business revenue and costs 2. Marketing 3. Finance	1. Marketing analysis 2. Marketing strategy 3. Location and scale 4. Quality management 5. Operations strategy
SPRING 2	1. People in organisations (human resources) 2. Operations management	1. Financial statements 2. Analysis of published accounts 3. Investment appraisal 4. Finance strategy
SUMMER		