

Business Studies

Inspiring the Business Leaders of tomorrow

The Business Studies department aims to provide our students with the skills and knowledge required in an ever changing society. We aim to ensure that our students can go out into the dynamic contemporary business world with the attributes necessary to be successful employees and leaders. Business students at Byrchall will be entrepreneurial, independent learners, confident presenters and strong team players with a sound understanding of the world in which they live. Summary focus areas:

- Determined, Innovative, Entrepreneurs
- Dedicated employees and leaders
- Prepared for the world of work

Autumn	Spring	Summer
Business Activity	Marketing	Human Resources + Intro to Finance

- Students will be required to complete one 60-minute piece of homework every week.
- Homework will consist of a variety of different tasks, for example: revision, spelling/definitions, research tasks, exam questions and real world application/newspaper reports.
- Homework set will be recorded by the teacher on the school's Edulink One app.

Unit	Duration (lessons)	Learning Objectives/Outcomes
Business Activity	20	<ul style="list-style-type: none"> • Distinguish between the private and public sector in the provision of goods and services • Investigate the role of the entrepreneur in business activity and assisting business start-up • Recognise the importance of business planning, the role of the business plan in business start-ups • Identify the role of business objectives in helping a business achieve its aims, make decisions and to measure business performance • The range of stakeholders involved in business activity • Explore a range of business structures within the private sector. • Identify the advantages and disadvantages of choosing different business ownership

		<ul style="list-style-type: none"> • Explore the most appropriate method of growth for different businesses in different contexts and scenarios • Selecting the most appropriate location and site for different businesses in different contexts and scenarios
Marketing	30	<ul style="list-style-type: none"> • Appreciate the importance of market research (desk and field) in identifying customer needs • Present, interpret and use market research findings in written, numerical and graphical form in order to aid decision-making • Explain how and why markets are segmented • Understand the product life cycle and the strategies that might be used to extend the life cycle of a product • Demonstrate knowledge and critical understanding of the marketing mix • Recognise marketing constraints imposed by consumers, regulatory organisations and pressure groups
Human Resources	25	<ul style="list-style-type: none"> • Explore the importance of having an effective recruitment process to employ the right people with the right job skills • Investigate the recruitment process and how this will differ for different businesses in different contexts • Evaluate the different methods of recruitment used by different businesses in different contexts • Analyse the advantages and disadvantages of on-the-job and off-the-job training • Explore the most appropriate training for employees for different businesses in different contexts and scenarios • Explore and evaluate the impact of the methods which businesses use to motivate its workforce • Recognise that businesses of all sizes need to organise their workforce and explore how organization charts can assist with this. • Appreciate the different job roles and responsibilities within a business • Evaluate the importance of effective communication in the workplace and the consequences of poor communication • Explore the role of trade unions in representing workers • Discover the role of the main functions in a business How the different functions of business are connected

		and work together to achieve aims and objectives
Finance	15	<ul style="list-style-type: none"> • Distinguish between the main internal and external forms of finance for business including: owners' funds, additional partners, reinvested profit, share issues, loans, overdrafts, hire purchase, leasing, trade credit, government grants (local, national and European) • Select and justify the types of finance which are appropriate for different circumstances, e.g. when starting up, when seeking to ease cash flow problems, when expanding • Know how the business plan functions as a tool for aiding decision making and securing financial backing for business ventures • Interpret cash flow forecasts and explain why they are an important aid to decision making • Use profit and loss accounts and balance sheets to critically appraise business performance, e.g. current performance, performance over time, against other firms' performance, against alternative investment opportunities, against set targets and from the perspective of a range of stakeholders

