



# Business Studies Curriculum

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## Overview

In Business Studies we offer a range of academic and vocational subjects to meet different student's needs. We have highly equipped classrooms and the best most up to date resources to enhance teaching.

**Key Stage 3** Not Applicable

## Key Stage 4

### BUSINESS STUDIES

There is an exam in Year 11 worth 75% of the final grade. The remaining 25% is made up of a piece of controlled assessment which is undertaken in Year 10.

Business Studies students learn about 5 key areas of business, using up to date case studies and video media.

- Businesses and their external environment - covering areas like the types of businesses that exist, the government and its impact on business, law and legislation and some basic economics.
- Human Resources – how people are affected by business, organised and used in business as well as how they are paid and motivated.
- Production – how companies make their products using people and machines.
- Marketing – the art of the 4Ps – Price, Place, Promotion and Product - promoting and selling a business and its products and the media they choose to use. This unit is the basis for coursework.
- Finance – where businesses get money from, how they manage it and where they use it. Real Company accounts are used to analyse the performance of businesses.

### HOSPITALITY

The BTEC Award in Hospitality is a practical course, where research and investigation are the main skills used. There are a total of four units that are assessed. One of the units is an examination and the remaining 75% of the course is assessed through coursework.

The four units that students study are:

- **Introducing the hospitality Industry** – In this unit you will explore different aspects of the hospitality industry, looking at the different products and services that it offers.
- **Working in the Hospitality Industry** – Students will explore the importance of team working and customer service required to work successfully in a variety of job roles within the hospitality industry.
- **Food and Safety and Health and Safety in Hospitality** – In this unit students will learn the importance of following appropriate procedures to maintain food and safety when storing, preparing, cooking and serving food.
- **Enterprise in the Hospitality Industry** – You will explore different formats of business ownership in the hospitality industry and what makes a hospitality business successful.



## TRAVEL AND TOURISM

The BTEC Award in Travel and Tourism is a practical course, where research and investigation are the main skills used. There are a total of four units that are assessed. One of the units is an examination and the remaining 75% of the course is assessed through coursework.

The four units that students study are:

- **Unit 1: The UK Travel and Tourism Sector:** Travel and tourism is one of the UK's largest sectors, currently employing over 2.5 million people. In this unit, you will gain an understanding of the range of organisations involved with different types of tourism in the UK, including their roles, how they work together and how they use technology to meet changing customer needs.
- **Unit 2: UK Travel and Tourism Destinations:** This unit will give you an understanding of what the UK travel and tourism industry has to offer to tourists. It will enable you to identify and locate tourist destinations, major UK airports and seaports, as well as to discover sea routes and three-letter airport codes; you will also investigate the appeal of different types of UK destinations to different customer types.
- **Unit 4: International Travel and Tourism Destinations:** There are over 190 countries in the world. How many will you visit in your lifetime? Working in the travel industry provides opportunities to explore some of these countries, so why not start dreaming now, and look at some of the fascinating destinations that exist? Throughout this unit you will be asked to locate numerous international holiday destinations and their gateways. You will also be asked to investigate natural features, local attractions, accommodation and transport options to suit a variety of customers in various holiday destinations.
- **Unit 6: The Travel and Tourism Customer Experience:** In this unit you will look at the definition of customer service and what the main aims of customer service are; this may differ depending on the size and type of the travel and tourism organisation. Finally, you will consider the importance of customer service to travel and tourism organisations and understand the impacts of getting customer service right or, in some cases, wrong.

## Key Stage 5

### BUSINESS STUDIES

The OCR A Level in Business is designed to inspire, motivate and challenge you, it provides insight into, and experience of, how businesses work, and encourages you to engage with commerce in their everyday lives and to make informed choices about further study and about career choices.

Through the study of A Level Business Studies you will gain an appreciation and understanding of how a business functions and achieves success in a global environment. You also learn how to make business decisions and solve problems, analyse business situations and create solutions to problems utilising business techniques.



The course is composed of a variety of units as follows:

UNIT NUMBER	Unit T	Content
1	Operating in a Local Business Environment	<ul style="list-style-type: none"><li>• Business objectives and strategic decisions</li><li>• External influences facing businesses</li><li>• Marketing and marketing strategies</li><li>• Operational strategy</li><li>• Human resources</li><li>• Accounting and financial considerations</li><li>• The global environment of business</li></ul>
2	The UK Business Environment	
3	The Global Business Environment	

### COURSE ASSESSMENT

All of the units are examined through written assessment:

UNIT NUMBER		Exam Length	% of course
1	Operating in a Local Business Environment	2 hours	33%
2	The UK Business Environment	2 hours	33%
3	The Global Business Environment	2 hours	33%

### **APPLIED BUSINESS STUDIES**

The GCE in Applied Business has been designed to provide a broad educational basis for further education or for moving into employment within the business sector. This is achieved by ensuring that learners develop the general skills, knowledge and understanding needed within the sector. The GCE in Applied business provides learners with a broad introduction to the business sector and encourages learners to develop skills, knowledge and understanding in realistic business contexts, such as discovering the problems and opportunities faced by local businesses and/or organising an enterprise activity. The course is composed of a variety of units as follows:

AS LEVEL – There are 3 compulsory units that make up the AS award. One is externally assessed through an examination and two are internally assessed through coursework:

UNIT NUMBER	UNIT TITLE	UNIT CONTENT
Unit 1	Investigating People at Work EXAMINATION	In this unit, you will learn about how and why people work in business, and what influences them at work.
Unit 2	Investigating Business COURSEWORK	In the unit, you will find out how businesses manage and review their finances and other resources.
Unit 3	Investigating Marketing COURSEWORK	In this unit you will determine the needs and wants of target markets and understand how to deliver the desired goods or services more effectively and efficiently than competitors.

These 3 units are completed in year one of the course.



## TRAVEL AND TOURISM

The travel and tourism GCE is designed to encourage students to study a subject in a more practical and realistic way. This is achieved through looking at real life businesses and applying knowledge to the industry they operate in. Trips to Travel & Tourism businesses are arranged for the AS & A2 students, as well as 1 residential trip.

The main benefits of the vocational approach is that 2/3rds of the course is portfolio based. This means less external exams but students complete an assignment that is structured like a piece of coursework. The course is composed of a variety of units as follows:

**A/S LEVEL** – There are 3 compulsory units that make up the A/S award:

Unit 1	The Travel and Tourism Industry	This is assessed through an external exam
Unit 2	The Travel and Tourism Customer	This is assessed through portfolio work
Unit 3	Destination Europe	This is assessed through portfolio work

These 3 units are completed in year one of the course.

**A2 (THE FULL A LEVEL)** in addition to the 3 AS units:

Unit 4	Responsible Tourism	This is assessed through an external exam
Unit 5	Working in Travel and Tourism	This is assessed through portfolio work
Unit 6	Current Issues in Travel and Tourism	This is assessed through portfolio work

## ECONOMICS

Students study the A-Level Economics over two years. This course provides students with an insight into the world of Economics and real world issues. So if you have wondered why prices change, why Europe produces food surpluses, why the Chancellor of the Exchequer presents an annual budget and why has the government introduced university top-up fees, then Economics will help you answer those questions.

The subject aims to develop understanding of concepts and theories through current economic issues, problems and institutions that affect everyday life. Students will learn to apply economic ideas to a range of contexts and develop a critical approach towards economic policy. The course encourages students to research topics using a variety of different materials and develops skills relevant to higher education or employment. The current economic climate makes this a fascinating time to study this subject.

The course is designed so that no prior knowledge is required. Students explore a range of economic issues and draw on data from local, national and international sources. It is important that students choosing this course have an interest in current news affairs.

The course also provides students with an opportunity to investigate industrial economics, which is useful for management and financial careers. It also looks at specific topics which include the EU, international trade and the UK in the global economy. Whilst studying, students will develop their evaluation skills and be able to apply complex ideas to a wide range of contexts.

**Assessment:** Assessment is 100% exam based.

<b>Paper 1</b> <b>Markets and Business Behaviour.</b>	<b>35 % of the qualification</b>	<b>This paper will assess microeconomics.</b>
<b>Paper 2</b> <b>The National and Global Economy</b>	<b>35% of the qualification</b>	<b>This paper will assess macroeconomics</b>
<b>Paper 3</b> <b>Microeconomics and Macroeconomics</b>	<b>30% of the qualification</b>	<b>Students will apply their knowledge from every theme they have been studying over 2 years.</b>



### **BTEC Level 3 Subsidiary Diploma in Travel and Tourism (QCF)**

The BTEC Level 3 in Travel and Tourism is designed to provide highly specialist, work-related qualification. They give learners the knowledge, understanding and skills that they need to prepare for employment or further education.

The travel and tourism sector continues to grow at a rapid pace, with the amount of travel undertaken by individuals for both leisure and business purposes continuing to increase. This rapid expansion has led to huge demand for a more flexibly skilled workforce. Specific skills gaps identified for Travel and Tourism include customer service skills, destination geography, knowledge of working with children, and business skills. These BTEC level 3 qualifications in Travel and Tourism seek to address these areas. They have been structured to encourage the acquisition and development of these competencies prior to, or while in, employment in the travel and tourism sector.

Over 2 years students will study 6 different internally assessed units.

1. Investigating the Travel and Tourism Sector
2. The Business of Travel and Tourism
3. The UK as a Destination 10 3 4
4. Customer Service in Travel and Tourism
5. European Destinations
6. Researching Current Issues in Travel and Tourism

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