



Business Studies Curriculum

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 upto date resources to enhance teaching.

Key Stage 3 Not Applicable

Key Stage 4

BUSINESS STUDIES

In 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.

In year 10 students are taking the new 9-1 GCSE which is assessed through 2 examinations at the end of year 11.

Students currently in year 11 will have one examination worth 75% of the final grade, the remainder of the course is a controlled assessment where students research real businesses and write a report about their findings.



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	
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%

TRAVEL AND TOURISM

This is a two year course where students complete a BTEC Level 3 Subsidiary Diploma in Travel and Tourism which is broadly equivalent to one A Level.

It is assessed through 6 units all of which are all internally assessed pieces of coursework.

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

UNIT	ASSESSMENT	OUTLINE
Investigating the Travel and Tourism Sector	COURSEWORK	This unit enables learners to develop their knowledge and understanding of the travel and tourism sector, its component industries, their role and the interrelationships within the sector. Learners will develop knowledge and understanding of how the sector has developed over the last 50 years, what it is today and how it is being affected by current trends and factors.



The UK as a Destination	COURSEWORK	This unit enables learners to develop their skills in locating destinations in the United Kingdom and also gain an overview of the UK tourism product and how it attracts and meets the needs of domestic and inbound visitors. Learners will develop their understanding of the factors that affect tourism to and within the UK. The unit supports the development of research skills through the exploration of UK tourist destinations and their locations.
Customer Service in Travel and Tourism	COURSEWORK	This unit enables learners to gain understanding of how excellent customer service contributes to the success of travel and tourism organisations. Learners will develop knowledge and skills to provide customer service and achieve sales in travel and tourism situations.
Preparing for Employment in Travel and Tourism	COURSEWORK	This unit will develop learners' knowledge about career opportunities in travel and tourism, and the stages of recruitment and selection. Learners will develop skills in applying for employment, and understanding of the factors that motivate employees and contribute to a positive working environment.
European Destinations	COURSEWORK	In this unit learners will gain skills to enable them to locate and explore the diverse destinations that make up the European travel market. They will develop their knowledge of the appeal of destinations for different leisure experiences and gain an understanding of the factors affecting the development and decline of selected destinations.
Researching Current Issues in Travel and Tourism	COURSEWORK	The aim of this unit is to enable learners to develop skills in research methodology and use these to explore the complexities of the travel and tourism sector and the key issues that affect it.

ECONOMICS

Students will study A-Level Economics over two years.

Course Description

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. There will be 3 examinations at the end of Y13 for the A-Level qualification.

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Department Website: <http://belt.stwilfrids.com/>