

Why Business Studies in Year 10 & 11 at Cardinal Newman?

- ✓ We are a great department and achieve excellent GCSE results.
- ✓ We have a range of modern facilities that students are free to use at any time.



Business Studies

Mr Hanif (Head of Department) Mrs Peters (2nd in Dept)



You are expected to do the best that you can this includes classwork and homework. You should complete the relevant section from the workbook for homework and use your exam study booklet and textbook to support your knowledge and understanding. You should respond to all feedback using a **RED** pen.

What will the course involve?

In year 10 you will be introduced to the real business issues and explore how the world of business works by looking at real events in the Business and Economic World. In year 11, you will be focusing on Human resources, marketing and business finance.

This course is designed to give you the opportunity to explore real business issues and how businesses work. You will consider the practical application of business concepts. The units provide opportunities to explore theories and concepts in the most relevant way, through the context of events in the business and economic world. The knowledge and skills gained from this course will provide you with a firm foundation for further study.

The GCSE is assessed by 2 exams in year 11. Paper 1 is on: Influences of operations and HRM on business activity. Paper 2 is on: Influences of marketing and finance on business activity

<p>In Year 10 students will start to explore elements of <u>Business in the Real World and influences on business</u></p>	<p>In Year 11 students will start to explore elements of <u>Marketing</u></p>	<p>In Year 11 students will start to explore elements of <u>Finance and Human Resources</u></p>
<p>You will learn about the purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.</p> <p>You will learn about the importance of external influences on business and how businesses change in response to these influences.</p>	<p>You will learn about the purpose of marketing, its role within business and how it influences business activity.</p> <p>You will be taking part in the Marketing Mix Challenge where you will be developing a new product and focusing on:</p> <ul style="list-style-type: none"> • Product • Promotion • Place • Price 	<p>You will learn about the purpose of the finance function, its role within business and how it influences business activity.</p> <p>You will understand the purpose of human resources, its role within business and how it influences business activity.</p>

