



# Business Studies

Ever thought of running your own business? Are you interested in the business world around you? Then **Business Studies** might just be for you. Even if you are not sure what you would like to do as a career, **Business Studies** opens up so many doors, after all, wherever you work, it will be an organisation of some kind.

## What will I learn about?

The course covers a fantastic range of topics that focus on both small and large businesses and gives you a real insight into how businesses operate in the real world.

## How am I assessed?

### **THEME 1 : Investigating Small Businesses (Exam 50% - 1hr and 30mins = 90 Marks)**

- **Why start a Business:** Why businesses set up and how entrepreneurs start a business, from Business Plans right through to location. Different types of businesses are also investigated.
- **Marketing:** Methods of market research and the Marketing mix, product, price, place and methods of promotion.
- **Finance:** Looking at the lifeblood of the business – cash! Cash-flow forecasts, costs and sources of finance along with sources of financial support that businesses are given.
- **People In Business:** This is the most important asset of any business. Looking at the recruitment process, how people get paid, employment and the law.
- **Production:** The different ways businesses make products, e-commerce (the new way of buying and selling) and customer service.

### **THEME 2: Building a Business (Exam 50% - 1hr and 30mins = 90 Marks)**

- **Growing the Business :** Looking at how businesses grow to become Global companies
- **Marketing 2:** Looking at the Marketing Mix of Product, Price, Place and Promotion and how they combine.
- **Production 2:** Why being a bigger business helps production be more efficient.
- **Finance 2:** Taking finance a stage further by looking at profit and loss accounts, balance sheets and analysing the accounts to see how well the business is doing.
- **People in Business 2:** How to keep your staff happy, staff training and motivation.

**The course is full of real world examples and we expect ALL students to take an interest in the news and the business world around them. Your ability to use Maths in a practical way is also important for the course as you do financial accounting.**

## Who can I speak to for more information?

For further information about Business Studies please speak to Mr Staniforth, Subject Leader: Business Studies or contact [options@penistone-gs.uk](mailto:options@penistone-gs.uk).