

Business Studies



**GEORGE
SALTER
ACADEMY**

Overview

The Business Studies department operates an inclusive recruitment policy for students at KS4 and Post 16

Students are offered a GCSE or Vocational pathway at KS4. At Post 16 students are advised onto the GCE (traditional A-Level) or Applied A-level depending on their GCSE outcomes.

The department has strengthened over the last few years and is now consistently producing Good and Outstanding outcomes for students at both KS4 and Post 16. It is an exciting time for the business department, with a newly developed learning area for KS5 students to develop their business interest further.

Study Support

We offer a range of study support options:

- After school club – all students have the opportunity to stay behind after school on set nights each week for support with independent study and homework.
- Twilight Sessions – targeted at Post 16 students to provide a conducive environment to complete coursework and consolidate learning prior to summer exams.
- Saturday School – targeted and drop in sessions for students focused on coursework through the year and then exam preparation for the summer exams.
- Residential – where appropriate residentials are organised to provide students with facilities (London City Business Library) and opportunity to work on a substantial piece of research or assessment objective for a unit.
- Young Enterprise- A fantastic opportunity for students to develop and create their own products

Trips

- West Midlands Safari Park& Drayton Manor (Year 10&11)
- Conkers Discovery Centre (Year12)
- Bullring, Merry Hill Shopping Centre (Year 13)
- New York (Post 16 students)

Contact

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Key Stage 3 (Years 7 and 8)

Business Studies is not offered at Key Stage 3.

Key Stage 4 (Years 9, 10 and 11)

Business Studies is a popular option at KS4 within the Academy with an increasing number of students taking the option at KS4 and then KS5. In order to cater for different ability of students embarking upon Business Studies the department offers a number of different pathways for students.

Level 2 Vocational Pathway

OCR Cambridge Nationals

- Introduction to business - External Exam (25%)
- Planning for work - Coursework (25%)
- Setting up and running an enterprise - Coursework (50%)

GCSE Pathway

GCSE Applied Business Studies (Double Award) is worth two GCSE grades.

Applied Business GCSE (Double Award) - the course is designed to encourage learners to consider the practical application of business concepts and theories.

Year 9&10

People in Business - In this unit students will investigate how businesses organise and motivate their staff. Students will also reflect on their potential as future employees by considering their personal attributes. (Worth 30%)

Marketing and Customer Needs - In this unit students will investigate how businesses use marketing activities to meet customers' needs and deal with competition. The investigation is on Drayton Manor and will be assessed through controlled assessments (worth 30%)

Year 11

In Year 11 we study the following units:

Starting up a Business – in this unit we introduce students to issues concerning the setting up and operation of a business. The unit explores the activities of business and the reasons for success or failure. This unit will be assessed with an external exam at the end of the course. (worth 20%)

Business Finance - This unit introduces key elements of business finance: sources of business finance, costs and break-even, financial statements and financial planning and forecasting. The unit will be assessed with an external exam at the end of the course (worth 20%)

GCSE Applied Business Studies (Double Award)

- Setting up a Business - External Exam (20%)
- People in Business - Coursework (30%)
- Marketing and Customer Needs - Coursework (30%)
- Business Finance - External Exam (20%)

Trips

A trip to West Midlands Safari Park& Drayton Manor, to explore the main marketing and customer service strategies business use.

Exam results	2014	2015	2016
GCSE Double Awards Business Studies	67% A-C	100% A-C	18% A*-A 100% A-D
Vocational	98% A-C	100% pass	78% A*-C 100% pass

Key Stage 5 / Post-16

Business Studies is a popular option within the Academy with an increasing number of students taking the option at KS5 and then at Higher Education. In order to cater for different ability of students embarking upon Business Studies the department offers two pathways for students.

Level 3 BTEC Business

There are 2 routes:

BTEC Business – Extended certificate – 4 units of work (equivalent to 1 A Level)

BTEC Business – Diploma – 8 units of work (equivalent to 2 A Level's)

Unit examples include*:

- Unit 1: Exploring Business – internal assessment
- Unit 2: Developing a marketing campaign – external assessment (controlled coursework)
- Unit 3: Personal and Business finance – external assessment (exam)
- Unit 4: Managing an event - internal assessment
- Unit 5 – International business - internal assessment
- Unit 6 - Principles of management – external assessment (exam)
- Unit 18 – Creative promotion – internal assessment
- Plus optional units such as Law and accounts

*The units studies will depend on the pathway taken

Key Achievements

- 18 students (20% of the cohort) from the Summer 2014 Cohort have gone onto study Business or business with joint honors degrees.
- 7 of the 18 students have gone onto study their degrees at Aston Business School or the University of Birmingham.

Trips

Year 12 – Conkers Discovery Centre: To investigate a business in preparation for AS coursework. Students research products and services offered, how the business operates and the aims and objectives

Year 13 - Bullring and Merry Hill shopping centre: To support students in carrying out primary research in preparation for their own business plan.

New York (Year 12 &13): Students visited a number of business and enterprise related sites including: Federal Reserve, Maceys, Wall Street, New York Stock Exchange to name just a few.

Exam results	2014	2015	2016
AS level	78% B-E	80% A-C; 100% A-D	85.7% A-C; 100% A-D
A2 level	80% B-D	83% A-C; 100% A-D	100% A-C
AS Applied	n/a	79% A-C; 100% Pass	71% A-C; 100% Pass
A2 Applied	n/a	79% A-C; 100% Pass	86% A-C; 100% Pass