



Curriculum Detail: Business Studies

Business studies is available as a study option from year 10.

Students learn about key principles of enterprise, innovation and invention. They examine customer needs, how markets are mapped and ways in which value can be added. Fiscal basics such as revenue, costs, profit and cash flow are discussed; students look at how business plans are formulated and some of the methods used to source finance. Limited liability, franchising and marketing are examined along with some of the legal, practical and taxation issues faced by start-ups. Staffing matters like recruitment, training, motivation and retention are investigated as well as supply and demand, interest and exchange rates, the business cycle and considerations surrounding stakeholders.

Year 11 students enhance their understanding of marketing and other key business areas through the study of product trials, repeat purchasing, branding and differentiation. Consumer issues such as the quality of products and services, customer service and protective legislation are examined. Ways in which businesses can improve cash flow and profit are investigated and students analyse break-even charts as well as looking at growth financing, organisational structures, communication, motivation theory and remuneration. Ethical and environmental concerns are discussed along with the effects of economic issues on international trade and how the interests of the Government and the European Union intersect with the business world.