

## What will I study?

Students will develop enterprise skills, looking at:

- How to spot an opportunity – understanding customer needs, analysing competition, adding value, invention and innovation.
- Enterprise thinking – creative thinking, asking questions, calculating risk.
- Making things happen – predicting revenue, raising finance, setting objectives.
- Getting it right – customer focus and the marketing mix, being effective.
- The Economic context – the impact of exchange rates and interest rates, the business cycle and stakeholder concerns.

Students look at how to manage a business, learning how businesses are organised and funded, how they recruit and motivate staff, how they develop and promote products and how they budget and plan for financial success. Students also have the opportunity to run a business, operating their own business that gives them the opportunity to make and keep the profit, but also involves the risk of making a loss if they make the wrong choices.

## How will I be assessed?

Two data response papers at the end of Year 11. Paper one (50%) will examine Year 10 content, Paper two (50%) will examine Year 11 content.

## How will the subject help me in future?

Students understand how to make decisions that are appropriate for the business world, whether running their own business or working for others, so they develop practical business skills.

The course combines scientific data analysis skills with effective presentation and marketing skills, developing well rounded students. Prepares students for A level study in GCE Business or BTEC Business.

## Is this a suitable course for me?

If you enjoy challenge and problem solving, want to work for yourself eventually, or have a desire to develop your practical business skills to enable you to better access business employment, then this course is suitable for you.

## Who can I talk to if I want to know more?

Mr Hulme or Mrs Henderson would be more than willing to discuss your suitability for the course and also to what extent it will fit with your future plans.