

# Business Studies

## Inspiring the Business Leaders of tomorrow

The Business Studies department aims to provide our students with the skills and knowledge required in an ever changing society. We aim to ensure that our students can go out into the dynamic contemporary business world with the attributes necessary to be successful employees and leaders. Business students at Byrchall will be entrepreneurial, independent learners, confident presenters and strong team players with a sound understanding of the world in which they live.

Summary focus areas:

- Determined, Innovative, Entrepreneurs
- Dedicated employees and leaders
- Prepared for the world of work

Autumn	Spring	Summer
Production	Marketing – Covid revisited Exam revision and preparation	Exam revision and preparation

- Students will be required to complete one 60-minute piece of homework every week.
- Homework will consist of a variety of different tasks, for example: revision, spelling/definitions, research tasks, exam questions and real world application/newspaper reports.

Unit	Duration (lessons)	Learning Objectives/Outcomes
Production	20	<ul style="list-style-type: none"><li>• Distinguish between goods and services that are provided through both the private sector and the public sector</li><li>• Explain the methods of production in relation to both quality and quantity produced – job, batch and flow production</li><li>• Understand how waste can be minimised through the efficient use of resources – stock control, quality control and the interrelationship of functional departments</li><li>• Use break-even analysis as an aid to decision making</li><li>• Explain how and why businesses grow both internally and externally and understand why some businesses remain small</li></ul>

		<ul style="list-style-type: none"> <li>• Identify the factors affecting the location of production and retail units – locally, nationally and internationally</li> <li>• Explain the importance of international trade to business and identify the resulting problems, threats and opportunities that face businesses operating in the global market place</li> <li>• Understand the importance of membership of the European Union, and issues relating to the single European currency (Euro) from the perspective of a range of stakeholders</li> </ul>
Marketing revisited + revision programme and exam prep	20	<ul style="list-style-type: none"> <li>• Appreciate the importance of market research (desk and field) in identifying customer needs</li> <li>• Present, interpret and use market research findings in written, numerical and graphical form in order to aid decision-making</li> <li>• Explain how and why markets are segmented</li> <li>• Understand the product life cycle and the strategies that might be used to extend the life cycle of a product</li> <li>• Demonstrate knowledge and critical understanding of the marketing mix</li> <li>• Recognise marketing constraints imposed by consumers, regulatory organisations and pressure groups</li> </ul>

