

BUSINESS STUDIES

Examples of unit content and trips

Understanding different businesses: visiting a carousel of different local businesses to understand how they operate.

Finance and recording income and expenditure: learning about what happens behind the scenes of a business to ensure that it continues to be successful.

Promotion for enterprise: designing logos and visual displays for real businesses.

Pitching an enterprise idea: presenting an enterprise plan to funders and then setting up an enterprise project.



What is this subject?

Business Studies is designed for students finishing secondary school to learn skills for running a business such as managing money, pitching ideas to investors, advertising and developing project plans. Students will learn all about market research, finance and promotion among other elements of business. They will use the knowledge to create an enterprise of their own choice and to ensure its success.

What qualifications could students work towards?

- BTEC Tech Award in Enterprise – Level 1 and Level 2
- BTEC Level 1 Introductory in Business Studies
- AQA Unit Awards

What future jobs and college courses can students go onto?

College courses for learners who achieve a Level 1 include:

- BTEC Award in Enterprise Level 2
- A Technical Certificate

College courses for learners who achieve a Level 2 include:

- A Levels such as Business Studies
- Vocational qualifications at Level 3 such as BTEC National in Enterprise and Entrepreneurship

Both options could lead to studying for a degree at higher education

This qualification could set students on a wide range of exciting career paths as it will allow them to understand so many different industries. They could use the skills and knowledge they acquire to become a part of a successful organisation or to create their own. This qualification could prepare students for a role in Finance, Marketing or Events. It could enable them to have a career where they will be self-employed such as a personal trainer or an artist. They may even decide to start their own company or social enterprise.