

The aim of the course is to enable pupils to develop an holistic understanding of business in a range of contexts. Lower Sixth study focuses on starting up and managing a small business with a particular focus on marketing and finance. Upper Sixth study builds on this work, with a focus on large national and multinational organisations and business strategy.

THE COURSE

This course enables pupils to analyse the factors that lead to a successful start up and appreciate the role marketing, operations management, finance and human resources play in business growth and success. It requires pupils to be able to analyse case studies of real businesses and make informed recommendations based on prior analysis. The study of Business helps to develop skills in numerical analysis and understand the role financial data plays in decision making. Pupils will study the wide range of factors that influence business development in a global setting.

Modules include Marketing and People, Business Decisions and Strategy and Global Business.

Pupils are strongly recommended to have at least a grade 5 in GCSE Mathematics. Enthusiasm and interest in business and current affairs is important alongside effective written and communication skills. A willingness to take part in group work, research tasks and presentations is desirable.

ASSESSMENTS

- Paper 1 - Marketing, People and Global Business
35% (2 hrs)
- Paper 2 - Business Activities, Decisions and Strategy
35% (2 hrs)
- Paper 3 - Investigating Business in a Competitive Environment
30% (2 hrs)
- Practical Endorsement

BEYOND THE COURSE

The concepts, terminology and structures learned in Business are invaluable whatever a pupil's chosen future career may be. Business pupils go on to pursue higher education and careers in areas such as Marketing, Finance, Sales, International Business and Human Resources.