



Cecil Jones Academy
A-Level Business



Welcome

We, the teachers in our department, always aim to demonstrate the real world to our students so that they gain a better understanding of how the local, national and international economies and businesses work and how they impact on their lives now and in the future. Our aim is to open avenues for our students and to be innovative and creative in our delivery of the concepts under study. The courses available for students are dynamic in nature. They allow students not only to develop academically and acquire many transferable skills for the future, but also gain a practical view of how things work in a wider context which can support employment. Students develop their knowledge in a supportive and stimulating environment enabling virtually all to progress and achieve real success. The courses available set solid foundations for higher education as well as for the job market.

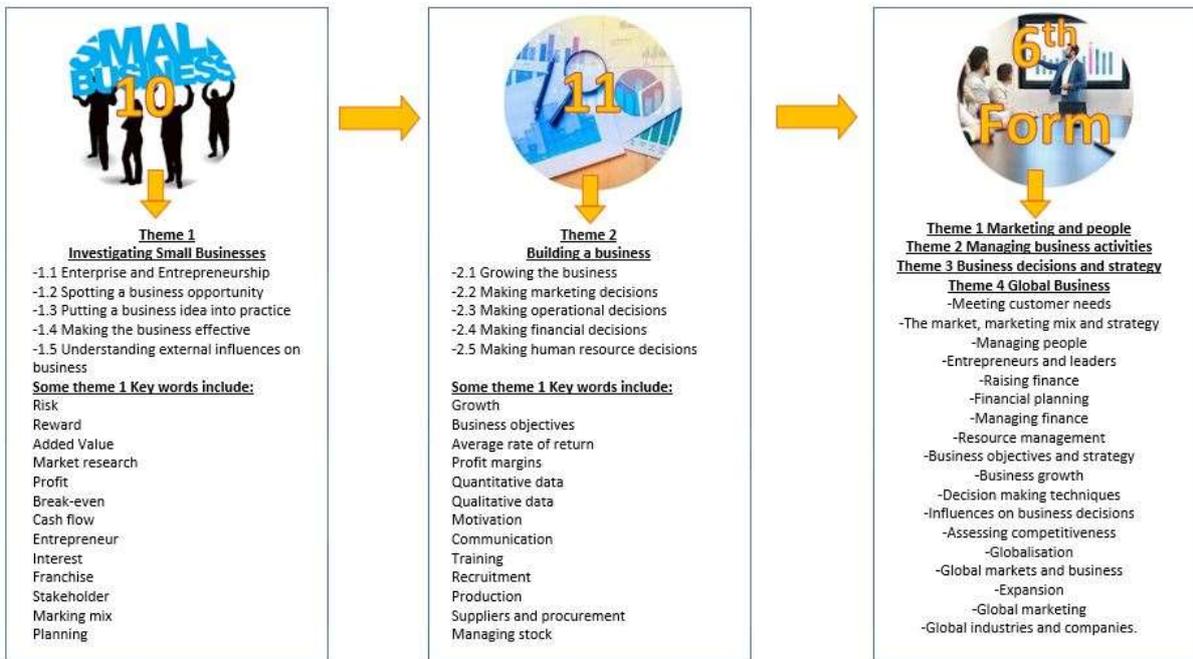
We share a keen interest in the subject, a positive approach to our work and a commitment to bring out the full potential of each and every one of our pupils. We aim to involve pupils in a variety of approaches and experiences. We encourage independence of thought yet also provide opportunity for our pupils to work in a co-operative manner, sharing ideas and developing communication skills. There is a real emphasis on making the learning of concepts fun, interactive and visual. We use many mediums to give our students understanding of topics and this is also supported by well designed, and heavily resourced, schemes of work, ensuring that the specifications and learning criteria are met fully.

KS4 BUSINESS STUDIES

Business is a subject that offers students an introduction to how businesses are developed and grown in the real world. It informs them of the practical nature of the world we live in and the mechanisms that operate in the markets that impact on our lives. The subject is very broad combining theoretical learning with practical working examples. The courses we offer helps to bring a well-meaning balance to their learning and personal development suitable for their future needs. For example, students are regularly encouraged to give talks and presentations on business ideas to help develop their confidence and communication skills. Students are encouraged to be as creative as possible in coming up with business ideas as well as being entrepreneurial in the way they approach their studies.

The course is split into two main themes. Theme 1 – ‘Investigating Small Businesses’ and Theme 2 – ‘Building A Business’

While studying the two themes of this course you will be introduced to the world of small businesses and will look at what makes someone a successful entrepreneur. You will find out how to develop an idea and spot an opportunity, and turn that into a successful business. You will understand how to make a business effective and manage money. You will also see how the world around us affects small businesses and all the people involved.



KS4 BUSINESS STUDIES QUALIFICATION AT A GLANCE

Qualification at a glance

► Consists of two externally examined papers.

Our specification is structured into two themes, taking students from how entrepreneurs start businesses (Theme 1) through to growing and global businesses (Theme 2). There are two equally weighted exam papers, focusing on each specification theme.

Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business.

Theme 1: Investigating Small Business

Written examination: 80 minutes 30% of the qualification (30 marks)

Content overview

- Topic 1.1 Enterprise and entrepreneurship
- Topic 1.2 Spotting a business opportunity
- Topic 1.3 Putting a business idea into practice
- Topic 1.4 Making the business effective
- Topic 1.5 Understanding external influences on business

Assessment overview

The paper is divided into three sections:

Section A: 35 marks
Section B: 20 marks
Section C: 25 marks

The paper will consist of calculations, multiple-choice, short-answer and extended-writing questions.

Questions in Sections B and C will be based on business contexts given in the paper.

Calculators may be used in the examination.

Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with an emphasis on aspects of marketing, operations, finance and human resources. It also considers the impact of the wider world on the decisions a business makes as it grows.

Theme 2: Building a Business

Written examination: 90 minutes 50% of the qualification (50 marks)

Content overview

- Topic 2.1 Growing the business
- Topic 2.2 Making marketing decisions
- Topic 2.3 Making product decisions
- Topic 2.4 Making financial decisions
- Topic 2.5 Making human resource decisions

Assessment overview

The paper is divided into three sections:

Section A: 35 marks
Section B: 30 marks
Section C: 25 marks

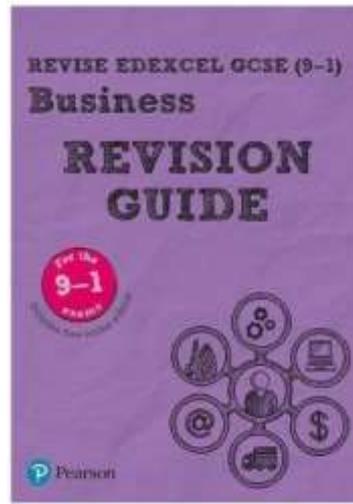
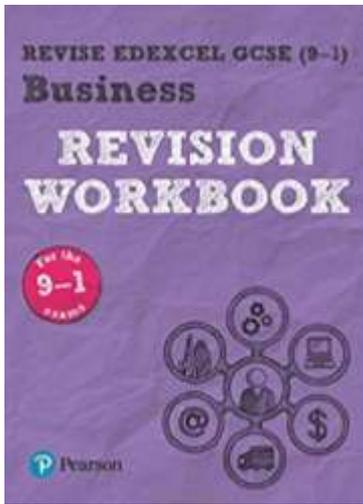
The paper will consist of calculations, multiple-choice, short-answer and extended-writing questions.

Questions in Sections B and C will be based on business contexts given in the paper.

Calculators may be used in the examination.

Recommended GCSE texts or revision guides:

- Revise Edexcel GCSE (9-1) Business Revision Guide
- ISBN: 978 1 292 19071 6



- Revise Edexcel GCSE (9-1) Business Revision Workbook
- ISBN: 978 1 292 19070 9

*Please note both of these resources are available to loan from the school library

KS5 BUSINESS STUDIES

Is a business study A-level right for me?

Do you like:

- Communicating and explaining your ideas
- Thinking creatively and making decisions
- Working with numbers to solve business problems
- Learning about the world of business through research and investigation, as well as through practical tasks then the A Level Business course is the RIGHT subject for you.

What do I need to know, or be able to do, before taking this course?

It doesn't matter if you haven't studied Business prior to taking this course. You might have an interest in business, and want to start your own business one day. You may have an enquiring mind and be interested in learning about the world around you, how businesses are set up, and what it is that makes someone a great entrepreneur. This course will help you to understand all this and more.

You will be encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions. This course will deepen your knowledge of business as well as support career choices by exploring the different areas of businesses.

Where will it take me?

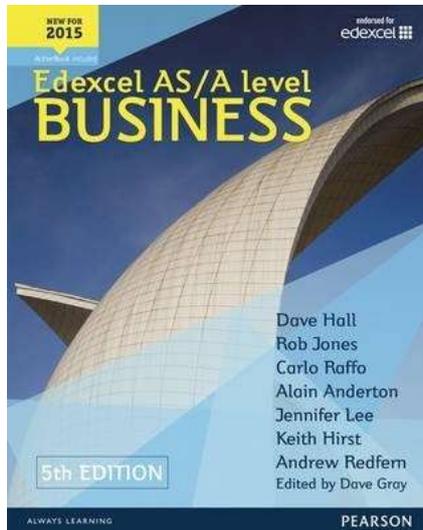
- Work based training or apprentice scheme
- University
- Employment
- Starting your own business

“Business and related subjects including finance and economics are among the most popular fields of study at universities worldwide, particularly at graduate level business graduates are in high demand worldwide, business touches on pretty much every aspect of modern human society, careers with a business degree are diverse and often highly paid.”

<http://www.topuniversities.com/courses/business-management-studies/why-study-business>

Useful Business resources:

You will be provided with this textbook for the duration of your studies:



Is this the right subject for me?

If you enjoy:

- Communicating and explaining your ideas
- Thinking creatively and making decisions
- Working with numbers to solve business problems
- Learning about the world of business through research and investigation, as well as through practical tasks then the GCSE Business course is the RIGHT subject for you.

Look at some of the things you can watch and apply to your business course

BBC ITV Ch4 Ch5	Amazon Prime	Sky	Netflix
The Nine to Five with Stacey Dooley - BBC iPlayer	The Founder	Erin Brockovich Sky Movies	The Founder
Beauty Laid Bare - BBC iPlayer	Deepwater Horizon <i>(Also see Dirty Energy for personal accounts from those affected)</i>	The Little Pink House Sky Movies	The Social Network
Panorama Amazon: what they know about us – BBC iPlayer	The Internship	Margin Call <i>(can download from BBC via Sky)</i>	The Big Short
Food unwrapped - Ch4 on demand	Pepsi vs Coke –	The Dark Knight	Moneyball
Inside Iceland: Britain's Budget Supermarket - Ch5 on demand	Jobs Vs Gates: The Hippie and The Nerd	Moneyball	Mad Men
Tricky Business ch4 on demand https://www.channel4.com/programmes/tricky-business	Facebook – Cracking the code	Silicon Valley – Sky one comedy	The True Cost
BBC Panorama Amazon The Truth Behind the Click https://www.youtube.com/watch?v=JwrUY59UTeU	Starbucks unfiltered	Inside British Vogue W	Broken (ep2 The Big Vape)
Inside Cadbury chocolate secrets unwrapped https://www.youtube.com/watch?v=BB3UuMNUEk	Data centre - the true cost of the internet		Broken (ep 3 Deadly Dressers IKEA)
The Hotel Inspector ch5 on demand	Learn from the Experts - Jeff Bezos, Amazon Founder		Rotten Season 2 Ep1 The Avocado War
Dragon's Den BBC iPlayer	The Millennial Dream		Rotten Season 2 Ep3 Troubled Water
Inside the Factory BBC iPlayer	Business mindset for success		Rotten Season 2 Ep5 Bitter Chocolate
The Apprentice BBC iPlayer and Youtube	Trump – What's the deal?		Steve Jobs – Billion Dollar Hippie
Toxic Town: The Corby Poisonings BBC iPlayer	Small Business Revolution		Silicon Cowboys – story of Compaq American Factory
Dispatches – Starbucks & Nespresso: The truth about your coffee Ch4			
Inside Rolls Royce Ch4 https://www.youtube.com/watch?v=Rpyimht9RRg			Dirty Money – Season 1 Ep1 Hard NOx (VW emissions fraud)
Inside Jaguar Making a Million Pound Car Ch4 https://www.youtube.com/watch?v=XM8kFpnQJKM			Dirty Money – Season 1 Ep4 Cartel Bank (HSBC & Mexican cartels)
Undercover Boss – Pets Corner https://www.channel4.com/programmes/undercover-boss/on-demand/58259-004			The Great Hack

Why study A Level Business Studies?

A-level Business Studies helps students:

- Develop a critical understanding of organizations, the markets they serve and the process of adding value
- Build awareness that business behaviour can be studied from the perspectives of a range of stakeholders
- Acquire a range of skills including decision-making and problem-solving in business contexts
- Understand current structures of business and business practice as well as the impact of legislation
- Gain an insight into a wide range of career possibilities including Accounting, Finance, Marketing, Human Resources and Operations

What will you study?

Across the two year course you will build an understanding of the following areas:

Theme 1: Marketing and people Theme 2: Managing business activities	Theme 2: Managing business activities
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EXAMPLES OF STUDENTS' WORK

Social Distancing Marketing Campaign competition



This challenge put students in to the shoes of a marketer during this tough time for businesses around the world.

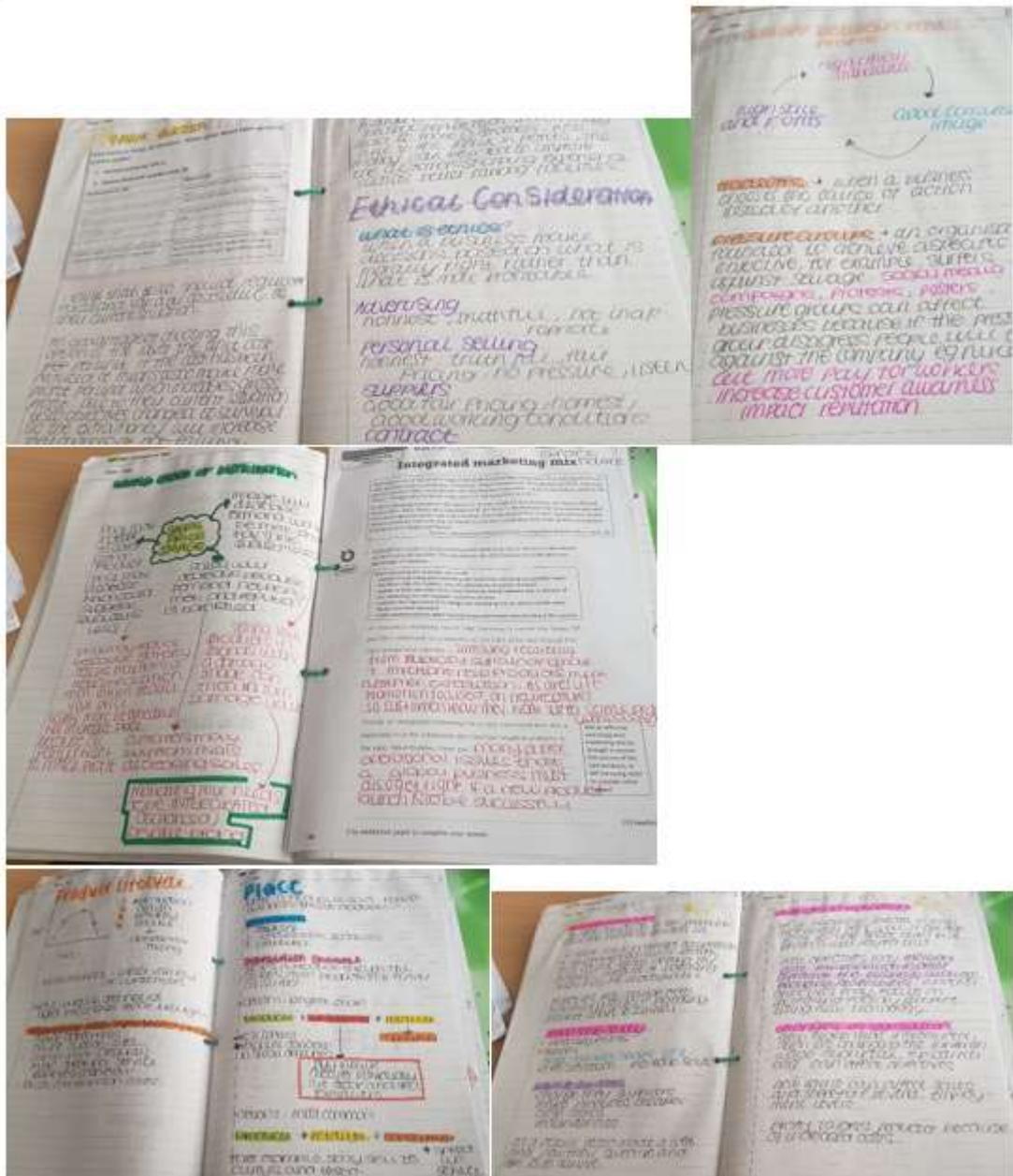
This task was developing creative thinking skills and application and students were using their knowledge of external influences on business, branding and brand image, ethics, corporate social responsibility and marketing methods, I am sure many other topics and skills are linked too.

Task: Students were to choose a brand of their choice and make a social distancing advertisement for the brand.

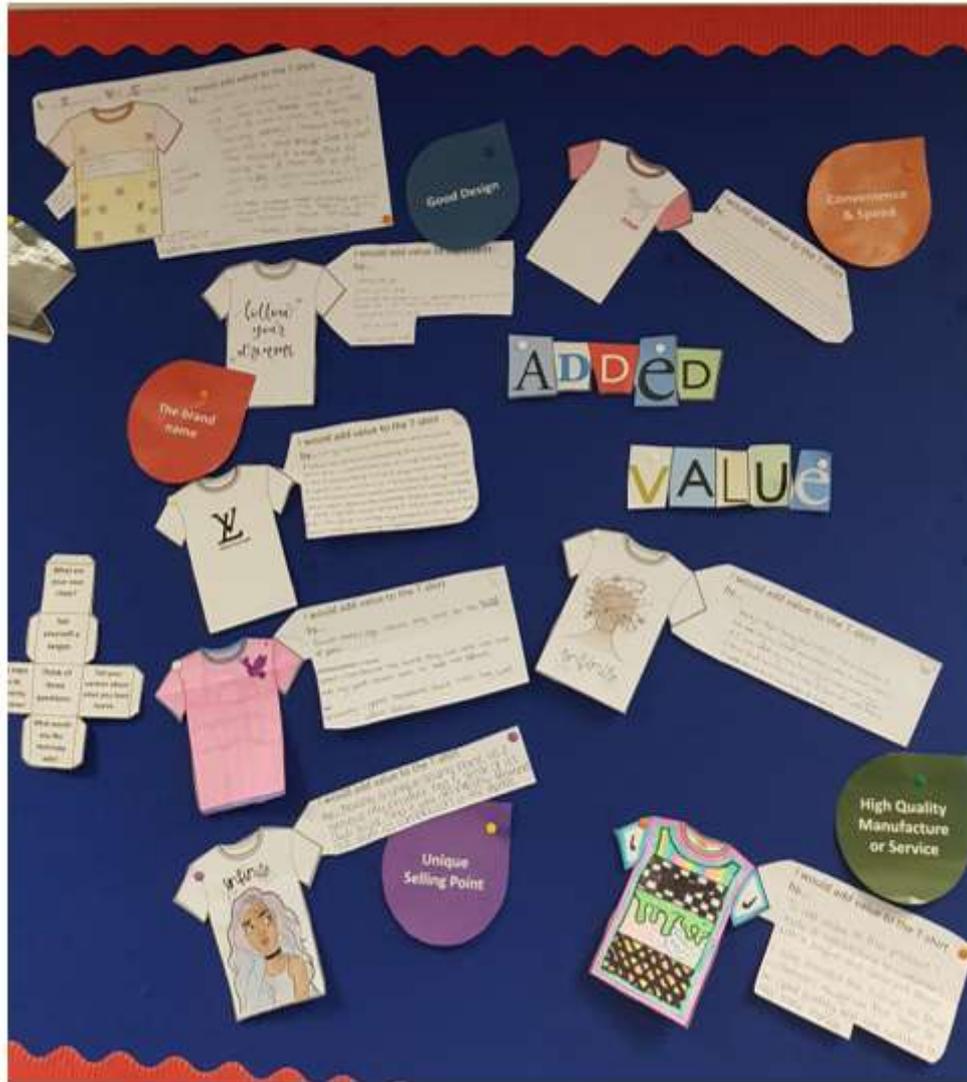
Here are some of the shortlisted pieces:



Examples of student workbooks:



Inside our classroom – Have a look at one of our displays showcasing student work.



KS5 ECONOMICS

Economists study human behaviour, how markets work and how they fail. We seek to understand the dynamics of change at a micro level (e.g. within an industry) and at a macro level (e.g. within and between countries)

The social science of economics has gained increasing prominence since the credit crunch of 2008 with resources, such as money and housing, in critical shortage and seemingly inadequate for a population with unlimited needs and wants. These pressures are evident in and around Southend as the government seeks to cut spending on health and education in an area of population growth and youth unemployment. Our department wants to make students aware of how these economic events may influence their lives.

A Level Economics has never been more popular as a course choice and the increasing presence of economics in the national media and consciousness makes this an ideal time to study the subject. At Cecil Jones we seek to make the study of economics as fascinating, accessible and challenging as possible.

Are you curious about the society you live in and the people around you?

Economics asks big questions, such as why countries develop, why inequality persists and what the future of work will be like. It thinks about how to design internet platforms and health systems and policies to tackle climate change. It also studies human behaviour, including co-operation, peer effects and pro-social behaviour.

Do you want to change the world?

Economics is the most powerful social science with economists working in key roles in government departments and at the Bank of England, not to mention international organisations such as the World Bank.

Do you want a well-paid career?

Economics graduates are among the highest paid. Studying economics gives students great analytical skills and trains them to be comfortable with data. Most economics graduates won't go on to be economists; but they will be hired as data analysts, consultants, financial analysts, policy and strategy advisors, researchers, accountants.

Economics is always changing – here is another interesting topic/article we looked at this week

<https://www.forbes.com/sites/avivahwittenbergcox/2020/05/31/5-economists-redefining-everything-oh-yes-and-theyre-women/#58c02b5a714a>

Why choose Economics?

The products and services you use every day are only available because of an increasingly complex system of global markets. Economists seek to understand how households, business and governments interact and make decisions that influence our present and future living standards.

Choose economics if you want to understand the challenging decisions that face modern political and business leaders in their attempts to manage resources more effectively (not necessarily ethically). Economics is widely respected as a challenging subject by universities and employers.

There aren't many A-Level subjects as dynamic as Economics. The news is full examples of Economics in action such as:

How Economics can help provide answers to the challenges of climate change and environmental damage

The winners and losers from increasing protectionism

The future of work in an era of artificial intelligence

Money makes the world go around. It plays a big part in politics, society, law, geography, and almost everything else in life. Understanding how people, companies, and countries control their money is one of the most valuable skills to any employer.

But, economics is much more than pounds and dollars. It's a fascinating study of psychology, of why people make the decisions they make, and how resources are spread out around the world. Economics is studied in two main strands:

- Microeconomics is the study of how individual parties (people, groups, and businesses) use their wealth.
- Macroeconomics looks at entire economies. The unemployment, inflation, and monetary challenges of cities, countries, and continents.

Combine this course with: *Geography, Sociology, Psychology, languages or Maths.*

Essential if you go on to: *A career in financial services (banking, accountancy, stockbroking), law, politics, journalism, business consultancy, insurance, or professional economist.*

Further information in the link below – please have a look

<http://www.discovereconomics.ac.uk/>

Useful resources include:

<https://www.tutor2u.net/business>

<https://time2resources.co.uk/>

<https://www.bbc.co.uk/news/business>

<https://www.gov.uk/browse/business>

AN ACTIVITY TO TRY AT HOME

Does business sound like something you would be interested in? Have a go at the activity below.



How can a business add value?



Add Value Trainer

Using your knowledge, add value to the trainer

I would add value to the trainer by...



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