



COURSE DESCRIPTOR

UFP BUSINESS

SUBJECT OVERVIEW

This course is suited to students who wish to learn more about the dynamic nature of the business environment. Practical applications of business concepts will be demonstrated, using events in the real world to reinforce understanding of theories and concepts.

PRIOR LEARNING REQUIRED

An interest in, and a desire to study, Business are essential.

EXAM BOARD

NCFE-accredited

COURSE CONTENT

1. What is business?
2. Managers, leadership and decision making.
3. Decision making to improve marketing performance.
4. Decision making to improve operational performance.
5. Decision making to improve financial performance.
6. Decision making to improve human resource performance.
7. Ratio analysis
8. Ansoff's Matrix

9. Innovation strategy and intellectual property

Throughout the academic year there will be opportunities to develop key skills in the areas of group work, presentation skills, research methods and report writing. Case studies will be used to help students develop their ability to analyse and interpret data.

ASSESSMENT

Students will complete 2 projects during the year: a group presentation task and a written essay. Each project will contribute 15% towards the final grade. There will be examinations at the end of the year. Papers 1 and 2 will incorporate a combination of the topics learnt from any of the modules.

TEXTBOOKS/REVISION GUIDES

The current course textbook is AQA Business Studies by SurrIDGE & Gillespie. Students are also recommended to carry out supplementary reading from AQA Business Studies by John Wolinski, copies of which are available in the library. Students are also recommended to purchase business dictionaries and student workbooks which are used for homework tasks.

HIGHER EDUCATION PATHWAYS

Studying Business Studies can lead to a wide range of courses at university and a career in fields such as Management, Marketing, Finance, HR and Production.

COMPLEMENTARY SUBJECTS OF STUDY

Business sits well with other social sciences such as economics, psychology as well as most subjects on offer at The Worthgate School due to its 'real world' pertinence.

CURRICULUM DIRECTOR

Mr Adam Cartland

