

# Business Studies at Norbury High

## Overview

Students will study the key business concepts, issues and skills involved in starting and running a small business. The subject provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. Students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. They will then go on to explore the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these interdependencies and relationships underpin business decisions.

Further, students will study national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions particularly as it grows.

## KS4 Business

Students will sit Edexcel GCSE Business at the end of year 11.

The GCSE courses provide students with access to a broad range of business knowledge through case studies of real businesses and current news examples. The topics are structured to build on knowledge gradually as this is an option subject not previously studied by students.

### Year 10

Topic 1: Enterprise and entrepreneurship

Topic 2: Spotting a business opportunity

Topic 3: Putting a business idea into practice

Topic 4: Making the business effective

Topic 5: Understanding external influences on business

### Year 11

Topic 1: Growing the business

Topic 2: Making marketing decisions

Topic 3: Making operational decisions

Topic 4: Making financial decisions

Topic 5: Making human resource decisions