

## Curriculum information for the Business Studies Department.

### Head of Department:

Harpreet Bains

### Courses currently offered in Key Stage 4.

#### GCSE Business Studies

##### Curriculum Content in Year 9

- Enterprise
- Risk and Reward
- Market Research
- Customer Needs
- Ethics

##### Curriculum Content in Year 10

- Changes in aims and objectives
- Globalisation
- Ratios
- Quality Control

##### Curriculum Content in Year 11

- Organisational Structures
- Recruitment
- Training
- Motivation

#### OCR Business Enterprise and Marketing

##### Curriculum Content in Year 9

- Introduction to Business
- Market Research
- Planning
- Break Even

##### Curriculum Content in Year 10

- Promotion
- Price
- Product
- Place

##### Curriculum Content in Year 11

- Creating a sales pitch
- Putting together a business project
- Evaluation of business project

**Extra-curricular activities available.**

**Key Stage 4**

- Business Club

**Enrichment opportunities available.**

**Key Stage 4**

- Intervention – after school