

## IT SKILLS

A high level of IT skills is developed by students on this course. Students quickly learn to use spreadsheets, database and word processing packages as well as internet search engines.

Facilities are also available for self-supported study, revision packages and research work. The department also has a range of revision packages on the network covering finance, accounting, marketing and operations management.

Students are strongly encouraged to develop keyboarding and ICT skills to support Business Studies. Students should take advantage of the college's RSA enrichment courses.

The local intranet gives Business Studies students specific help and advice on all aspects of the course.

In addition to IT, Business Studies offers the opportunity to develop the Key Skills of communication, application of number, working with others, problem-solving and improving your own learning and performance.

## OGDEN TRUST BUSINESS COMPETITION

Could you present a business plan and sell your idea like on Dragons Den? Greenhead students have been very successful winning regional heats to reach the National Finals at the Business School at Cambridge University.



*National finalists at  
St Catherine's College,  
Cambridge*

If you want additional information about the department or the courses available do not hesitate to contact us on e-mail: [college@greenhead.ac.uk](mailto:college@greenhead.ac.uk) or try our website at [www.greenhead.ac.uk](http://www.greenhead.ac.uk).



# gc GREENHEAD COLLEGE BUSINESS STUDIES DEPARTMENT

## BUSINESS STUDIES : A-LEVEL AND AS-LEVEL

This is a very popular subject which attracts students from all subject combinations eg languages, sciences, humanities and arts. Very few of our students have done the subject at GCSE level and a fresh start does have its advantages! We do recommend a grade C in GCSE mathematics for the accountancy part of the course.

## WHAT IS BUSINESS STUDIES?

Business Studies is one of the most interesting, relevant and varied subjects available. Students enjoy the following areas:

- ⇒ Human Resources      ⇒ Business Strategy      ⇒ Finance
- ⇒ Operations Management      ⇒ External factors      ⇒ Marketing

Newspaper and television headlines offer continual reminders of how important the business world is to us all. In recent years much attention has been directed to such issues as fair trade, business ethics, global warming and the credit crunch. The world stock markets, interest rates, exchange rate and new technology all have an effect on business. These issues are relevant to our subject area and working lives.

In the college's recent inspection report the department was awarded grade one, with special recognition given to the outstanding level of student achievement and the high quality of student research work. In 2009, the student pass rate was 99%, with a success rate of 74% for grades A-B.

In 2005, 2007 and 2008 the department won the Regional Finals of the National Schools Business Competition, and in 2004 won the Good Schools Guide Award for best non-selective state school for Business Studies Advanced level.

The department is a Beacon Award Winner, being recognised for outstanding achievement.

*Business Studies students on a visit  
to New York, USA*



## BUSINESS STUDIES ADVANCED LEVEL - AQA

This is a modular course which is assessed over two years. The subject content includes:

**MARKETING** - This module focuses on the marketing process and the broad range of activities within a marketing department - market research, product development, pricing procedures and strategies, promotion and advertising, selling and distribution. Students will be encouraged to actively participate in market research which may form the basis of an extensive piece of course-work.

**ACCOUNTING AND FINANCE** - Every business must focus on its financial performance if it is to achieve the objective of profit maximisation. It must also carefully monitor where the money comes from and where it goes ie cash flow. Students will develop an understanding of basic accounts such as a Profit and Loss account and Balance Sheet and will be able to assess the performance of a business based upon financial data.

**OPERATIONS PRODUCTION** - A business will only be successful if it can produce quality products on time. The Operations Management module focuses on the production process within the business. Students will be encouraged to visit as many businesses as possible throughout their course in order to develop an understanding of how businesses operate.

**PEOPLE** - A business relies on its managers and its employees. The people module focuses on the processes involved in Human Resource Management starting with recruitment and selection going through to staff training and motivation.

**EXTERNAL INFLUENCES** - This module focuses on the social, legal, economic, ethical, political and technological environment within which a business operates.

**BUSINESS STRATEGY** - The course looks at how to start up a business: the rewards and risks involved.

**SYNOPTIC PAPERS** - The final assessment is based on the whole subject content focusing on the integrative nature of the course.

## BUSINESS STUDIES AS-LEVEL

The AS course consists of similar subject areas to the Advanced Level with examinations in January and June in year one. AS will look at planning and financing a business and business management.

## INDUSTRIAL VISITS

The best way to learn how a business operates is to go there and to see for yourself how products are made.

The department aims to give every student the opportunity to visit a small local business and a large scale national business.



*Students checking out the sights in Paris*



*Business Studies students met Anita Roddick at the Body Shop headquarters in Littlehampton*

Recent trips have included a visit to France to investigate the marketing of Euro-Disney, the role of the Single Market and the debate over the Euro. A visit to New York is available to A2 students in February.

Trips within the UK have included: Jaguar Cars to look at production methods; Manchester United Football Club to investigate marketing; JCB to investigate personnel management; Coca Cola at Wakefield to look at stock control and Coors Brewery to investigate quality control.