Business

“There’s no shortage of remarkable ideas, what’s missing is the will to execute them.”

These Business courses are good for students who:

- Have an interest in business, finance and entrepreneurship.
- Enjoy analysis, problem-solving and creativity.
- Are keen to understand how businesses operate and impact society.
- Aspire to become entrepreneurs or business leaders.
- Want to build skills to help them get a job.
- Want to work in marketing, finance, management and retail.

What topics will you be studying?

- Enterprise and entrepreneurship - including where business ideas come from.
- Spotting a business opportunity - understanding customer needs and market research.
- Putting a business idea into practice - concentrating on the financial aspects.
- Making the business effective - through the marketing mix and the business plan.
- Growing the business – different methods of growth and how and why business aims and objectives change as businesses evolve.
- Making marketing decisions – how each element of the marketing mix is managed.
- Making operational decisions – the design, supply, quality and sales decisions a business makes.
- Making financial decisions – the tools to support financial decision making, including ratio analysis and the use and limitations of a range of financial information.
- Making human resource decisions – decisions relating to organisational structure, recruitment, training and motivation.

What do students studying this subject go on to do?

- Progress to A Levels, BTECs or apprenticeships in business-related fields.
- Start their own businesses or develop entrepreneurial projects.
- Work in a range of relevant careers such as marketing, finance, management and retail.