



# Hartismere College



**zsea**  
ZOOLOGICAL SOCIETY of east anglia



# Business

## **A STUDENT'S GUIDE TO BUSINESS AT HARTISMERE SIXTH FORM COLLEGE**

### **What do I need to know or be able to do before taking this course?**

In order to study this subject, you should have at least grade 4 in English and maths. You do not need to have studied the subject for GCSE or BTEC. If you did, then you should have a grade 5 at GCSE business or merit for BTEC business.

The course we currently run is an applied business course and so real businesses are studied and real skills developed throughout. Students will develop the skills and knowledge needed to set up their own business and understand how businesses function at a local level and within the economy.

At Hartismere, we currently study AQA Applied General Business. The applied general course is, and is seen by universities and employers as, equivalent to an A level. Please note that this course is currently under review and will be subject to change.

### **What will I learn on this course?**

The course will enable you to:

- understand the issues in setting up a business
- identify and develop your own enterprise skills
- be aware of how financial aspects are important to business success
- identify and apply procedures for managing, leading and communicating with workers
- understand how businesses compete and manage change
- produce your own business plan
- apply your knowledge to relevant business situations

### **What kind of student is this course suitable for?**

This course will appeal to students who:

- have an interest in business
- enjoy carrying out research and presenting their findings
- prefer coursework assessment or a practical approach to learning

## **Content**

### **Financial Planning and Analysis**

In this unit you will explore the financial issues that enterprises need to consider. To do this you will explore different ways in which enterprises can be owned and how they can be financed. You will need to understand the issues that enterprises face concerning cash flow and sources of finance. You will calculate profit, break-even and cash flow to monitor the enterprise and interpret final accounts. Finally, you will use this information, as well as stakeholder and market information, to make business decisions.

### **Business Dynamics**

In this unit you will investigate the factors contributing to the success of businesses, focussing on the role played by managers, supervisors and employees. You will consider how businesses organise themselves and you will develop your ability to analyse and evaluate the effectiveness of these organisational structures. You will investigate how businesses can gain a competitive advantage over other businesses, for example, through improving their operations, and the factors that determine the market share held by a business. You will then consider the role of management in improving the competitive position of businesses and how managers implement policies to improve the ways in which staff operate - individually and as part of the wider organisation. Finally, you will consider the potential for businesses to survive and grow by investigating the strengths, weaknesses, opportunities and threats of businesses.

### **Entrepreneurial Opportunities**

In this unit you will develop your understanding of entrepreneurial opportunities and investigate how individuals can exploit these through personal enterprise, e.g. by offering a service. You will consider opportunities for your own personal enterprise, for a given context, and propose marketing and operations activities to take advantage of the entrepreneurial opportunity.

### **Managing and Leading People**

In this unit you will explore how organisations operate in a changing environment and use managers and employees to achieve objectives. You will study the importance of leadership, how employees and managers interact in the workplace and the impact of different organisational structures on managers and employees.

## **Developing a Business Proposal**

In this unit you will investigate the processes required to develop, present and evaluate a business plan proposal. This business proposal will require human resources beyond those provided by the learner. You will develop a concise proposal and present this to funding providers.

## **Marketing Communications**

You will investigate the use of marketing communications by small businesses, develop a marketing communications mix for the business proposal and recommend a marketing communications schedule.

## **What could I go on to do at the end of my course?**

Students with a business qualification have a wide range of possible career and higher education opportunities. Most careers involve some aspect of business, so whatever job you decide to do, an understanding of business will help. It leads directly into careers in management, personnel, accountancy, marketing and sales, logistics, civil service and local government.

A number of our ex-students have started their own business, including one who was named Young Business Woman of the Year!

Business can be studied as a single subject in higher education or can be combined with other subjects. Students often focus on particular aspects of business to study at university, for example marketing, management, logistics and accountancy.

Students taking business at Hartismere have received offers from, and are now studying at universities such as: UEA, Leicester, Essex, Loughborough, Newcastle, Sheffield, Sussex, Brighton, Lincoln, Reading, Kent, Greenwich and Coventry.

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