

BUSINESS STUDIES AT THE BOURNE ACADEMY

Ever wondered how to launch a business? Ever thought about how to make a business grow? Do you ever think about what is recession and how will Brexit impact businesses? Business at The Bourne Academy is more than just sitting down and learning how to calculate profit and loss. The course allows students to be more practical and apply everything they have learnt on the course through presentations, developing their own product and carrying out market research for it.

Why Study Business?

In Business, you will develop a broad knowledge of business operations as well as gaining targeted skills in specific areas, such as customer service, marketing, finance, operations, strategy, communications and IT. You will also gain key transferable skills such as communication, analytical and leadership skills. Through the completion of enterprise activities, you will develop your entrepreneurial skills, learn how businesses handle finances, what to do when businesses go into debt and how to grow from a small business to a large public company.

What to Look Forward to in Business

The Tenner Challenge- Over four weeks you will use £10 pledges to get your business ideas off the ground and make as much profit as you can.

Dragons Den- You will learn key business communication skills through pitching your business ideas to The Bourne Dragons.

Trips- You will get a chance to visit local and national businesses which will allow you to apply your developed skills to real life context.

How is Business Studies Assessed?

All learners will study three mandatory topics as follows:

- Enterprise and marketing concepts
- Design a business proposal
- Market and pitch a business proposal

One unit is assessed by an exam, whilst the remaining two are coursework.

Who is This Course For?

This qualification is for learners aged 14-16 who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare students for further study of qualifications in enterprise, marketing or business. For example, learners may progress onto A Levels in related subjects.

Where Can Business Take You?

Students can pursue further on to studying A-Level Business as well as a University Degree. Business compliments subjects such as English, Maths, Computing, Law and even Psychology. There are plenty of Apprenticeships related to Business such as Marketing, Design and Engineering, Finance, Accounting and Banking.

For further information, please email Miss Islam: Shamima.islam@thebourneacademy.com

