Ellesmere Park High School

Business Studies

Business Studies explores how organisations are created, managed and developed in a changing world. It enables students to understand how businesses identify opportunities, meet customer needs, make decisions, manage resources and respond to competition. Through the study of Business, students learn how enterprise, marketing, finance, operations and human resources work together to help organisations succeed.

This department strives to develop a passion in students for enterprise, business and the wider economy. Students have opportunities to explore real-world businesses, understand how products and services are developed, and consider how organisations respond to customer needs and market trends. Business Studies provides opportunities to focus on key concepts including entrepreneurship, market research, branding, promotion, finance, stakeholders, customer service and decision making. Students are encouraged to become independent learners, work collaboratively, analyse business problems and apply their knowledge to realistic business scenarios. They are also encouraged to use appropriate business vocabulary confidently in a range of written and verbal contexts. The business world is constantly changing, and students are encouraged to think creatively about how businesses adapt, compete and grow.

By studying Business Studies, our students will be able to evaluate business decisions, understand how organisations operate and apply business concepts to real-life situations. They will develop the confidence to think commercially, solve problems, communicate ideas and make informed judgements. We aim to foster curiosity, creativity and enterprise in all our learners, preparing them to understand the world of work and the role businesses play in society. Our overriding aim is to equip students with transferable skills, including communication, teamwork, organisation, financial awareness and critical thinking, so that they are supported in their future education, employment and everyday life.

For more information about our ICT, Business Studies and Computer Science curriculum, please contact the Head of Department at izaak.ritchie@consilium-at.com.

R067: Enterprise and Marketing Concepts

- **1.1 Characteristics of successful entrepreneurs** – looking at the key qualities entrepreneurs need, including creativity, innovation, risk-taking, communication, negotiation, confidence and determination.
- **1.2 Potential rewards for risk taking** – understanding why entrepreneurs take risks, including financial reward, independence, self-satisfaction and making a difference.
- **1.3 Potential drawbacks for risk taking** – looking at the possible negative impacts of enterprise, including financial loss, stress, poor work-life balance and pressure on personal relationships.
- **2.1 Purpose of market research** – understanding why businesses carry out market research, including reducing risk, aiding decision making, understanding customers and informing product development.
- **2.2 Primary market research methods** – exploring first-hand research methods such as observations, questionnaires, surveys, interviews, focus groups, consumer trials and test marketing.
- **2.3 Secondary market research sources** – looking at existing sources of information such as internal data, newspapers, trade magazines, competitors' data, government statistics and Mintel-style reports.
- **2.4 Types of data** – understanding the difference between quantitative data, which is numerical, and qualitative data, which gives opinions, reasons and explanations.
- **2.5 Types of market segmentation** – looking at how businesses divide customers by age, gender, occupation, income, location and lifestyle.
- **2.6 Benefits of market segmentation** – understanding how targeting specific customer groups can increase profits, improve marketing, meet customer needs and increase customer retention.
- **3.1 Cost of producing the product** – learning about fixed costs, variable costs and total costs, including how these costs affect business decisions.
- **3.2 Revenue generated by sales** – calculating total revenue using selling price and number of sales.
- **3.3 Profit and loss** – calculating profit or loss by comparing revenue with costs and understanding the difference between revenue and profit.
- **3.4 Break-even** – understanding the point where total revenue equals total costs and using break-even information to support decision making.
- **3.5 Importance of cash** – understanding the difference between cash and profit and why a lack of cash can cause problems for a business.
- **4.1 Marketing mix elements** – looking at the 4Ps: product, price, place and promotion.
- **4.2 How the marketing mix works together** – understanding how decisions about product, price, place and promotion affect each other and help create a brand image.

- **4.3 Advertising media** – comparing digital and non-digital advertising methods, including social media, websites, radio, posters, newspapers, magazines, cinema and TV adverts.
- **4.4 Sales promotion techniques** – looking at methods used to attract and retain customers, including discounts, competitions, BOGOF, free gifts, loyalty schemes, sponsorship and point-of-sale advertising.
- **4.5 Public relations** – understanding how product placement, celebrity endorsement and press/media releases can influence customer views.
- **4.6 Selling to the consumer** – exploring physical and digital selling methods, including shops, face-to-face selling, e-commerce, websites and social media marketplaces.
- **4.7 Product lifecycle** – understanding the stages of a product's life, including development, introduction, growth, maturity and decline.
- **4.8 Extension strategies** – looking at ways to extend a product's life, including advertising, price changes, adding value, new packaging and exploring new markets.
- **4.9 Factors affecting pricing** – understanding how income levels, competitor prices, production costs and the product lifecycle affect pricing decisions.
- **4.10 Pricing strategies** – comparing competitive pricing, psychological pricing, price skimming and price penetration.
- **5.1 Forms of business ownership** – looking at sole traders, partnerships, private limited companies and franchises, including liability, decision making and profit distribution.
- **5.2 Sources of capital** – understanding where businesses can get money from, including own savings, friends and family, loans, crowdfunding, grants and business angels.
- **5.3 Support for enterprise** – exploring sources of advice and support, including banks, local councils, accountants, solicitors, family, Chambers of Commerce, government and charities.

R068: Design a Business Proposal

- **1.1 Carry out market research** – selecting suitable primary and secondary research methods, choosing data types, considering cost, location, time and personnel, and using appropriate sampling methods.
- **1.2 Review market research results** – collating and presenting research findings using tables, tally charts, frequency tables, charts and diagrams.
- **2.1 Identify a customer profile** – using market segmentation to build a clear customer profile based on age, gender, occupation, income, lifestyle and location.
- **3.1 Create a design mix** – developing a product idea by considering function, aesthetics and economic manufacture.
- **3.2 Produce designs for a new product** – using market research and creative techniques such as mind maps, mood boards and sketches to create product design ideas.
- **3.3 Review and finalise designs** – gaining feedback, assessing strengths and weaknesses, and modifying the product to better meet customer needs.
- **4.1 Calculate costs, revenue, break-even and profit** – applying financial calculations to judge whether a business proposal is realistic.
- **4.2 Apply a pricing strategy** – selecting an appropriate pricing strategy based on market research and the customer profile.
- **4.3 Review financial viability** – judging whether the product is likely to break even and make a profit.
- **5.1 Review likely success** – identifying risks and challenges when launching a product, including competition, lack of experience, making a loss, consumer demand and external factors.

R069: Market and Pitch a Business Proposal

- **1.1 What is a brand?** – understanding brand personality, brand identity and brand image, including colours, typeface, logo design and customer perception.
- **1.2 Why branding is used** – looking at how branding builds trust, recognition, differentiation, added value and customer loyalty.
- **1.3 Branding methods** – exploring brand names, logos, jingles, straplines, characters and celebrity endorsement.
- **1.4 Competitor analysis** – researching competing brands by looking at strengths, weaknesses, USPs and external opportunities and threats.
- **2.1 Create a promotional campaign** – planning promotional objectives, choosing suitable activities, setting timeframes, using KPIs and creating digital and non-digital promotional materials.
- **3.1 Plan a professional pitch** – considering the pitch objectives, audience, venue, equipment, visual aids, structure and possible questions.
- **3.2 Develop presentation skills** – using verbal and non-verbal skills such as clarity, tone, pace, posture, eye contact, confidence and gestures.
- **3.3 Use a practice pitch** – gaining peer feedback and using it to improve the final professional pitch.
- **3.4 Deliver a professional pitch** – presenting the business proposal clearly and persuasively, managing timing and responding to questions.
- **4.1 Review the brand and promotional campaign** – using feedback and self-assessment to judge the effectiveness of the brand, promotional materials and appeal to the customer profile.
- **4.2 Review the professional pitch** – comparing the pitch outcome with the original objectives and reflecting on communication, professionalism, timing, visual aids and responses to questions.

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