

Bramhall High School Business



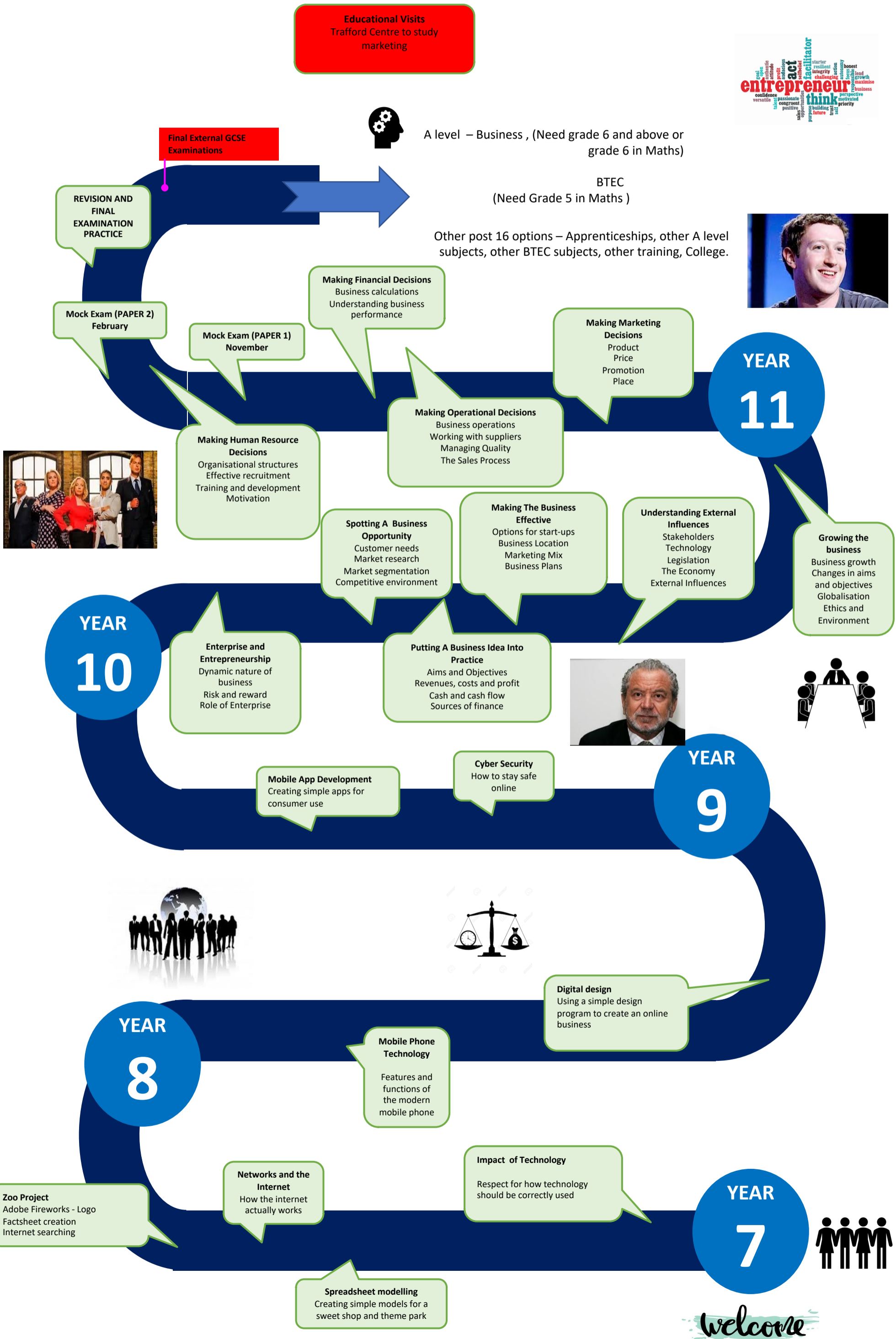
Educational Visits
Trafford Centre to study marketing



A level – Business , (Need grade 6 and above or grade 6 in Maths)

BTEC
(Need Grade 5 in Maths)

Other post 16 options – Apprenticeships, other A level subjects, other BTEC subjects, other training, College.



YEAR 11

Growing the business
Business growth
Changes in aims and objectives
Globalisation
Ethics and Environment



Making Marketing Decisions
Product
Price
Promotion
Place

Making Operational Decisions
Business operations
Working with suppliers
Managing Quality
The Sales Process

Making Financial Decisions
Business calculations
Understanding business performance

Making Human Resource Decisions
Organisational structures
Effective recruitment
Training and development
Motivation



Understanding External Influences
Stakeholders
Technology
Legislation
The Economy
External Influences

Making The Business Effective
Options for start-ups
Business Location
Marketing Mix
Business Plans

Spotting A Business Opportunity
Customer needs
Market research
Market segmentation
Competitive environment

YEAR 10

Enterprise and Entrepreneurship
Dynamic nature of business
Risk and reward
Role of Enterprise

Putting A Business Idea Into Practice
Aims and Objectives
Revenues, costs and profit
Cash and cash flow
Sources of finance



YEAR 9

Cyber Security
How to stay safe online

Mobile App Development
Creating simple apps for consumer use



Digital design
Using a simple design program to create an online business

YEAR 8

Mobile Phone Technology
Features and functions of the modern mobile phone

Impact of Technology
Respect for how technology should be correctly used

Networks and the Internet
How the internet actually works

YEAR 7



Zoo Project
Adobe Fireworks - Logo
Factsheet creation
Internet searching

Spreadsheet modelling
Creating simple models for a sweet shop and theme park

welcome