

Bramhall High School Business

Careers Encounters e.g Dragons Den contestants

Educational Visits e.g. Jaguar car factory, Trafford Centre



A level – Business Studies, (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.



REVISION AND FINAL EXAMINATION PRACTICE

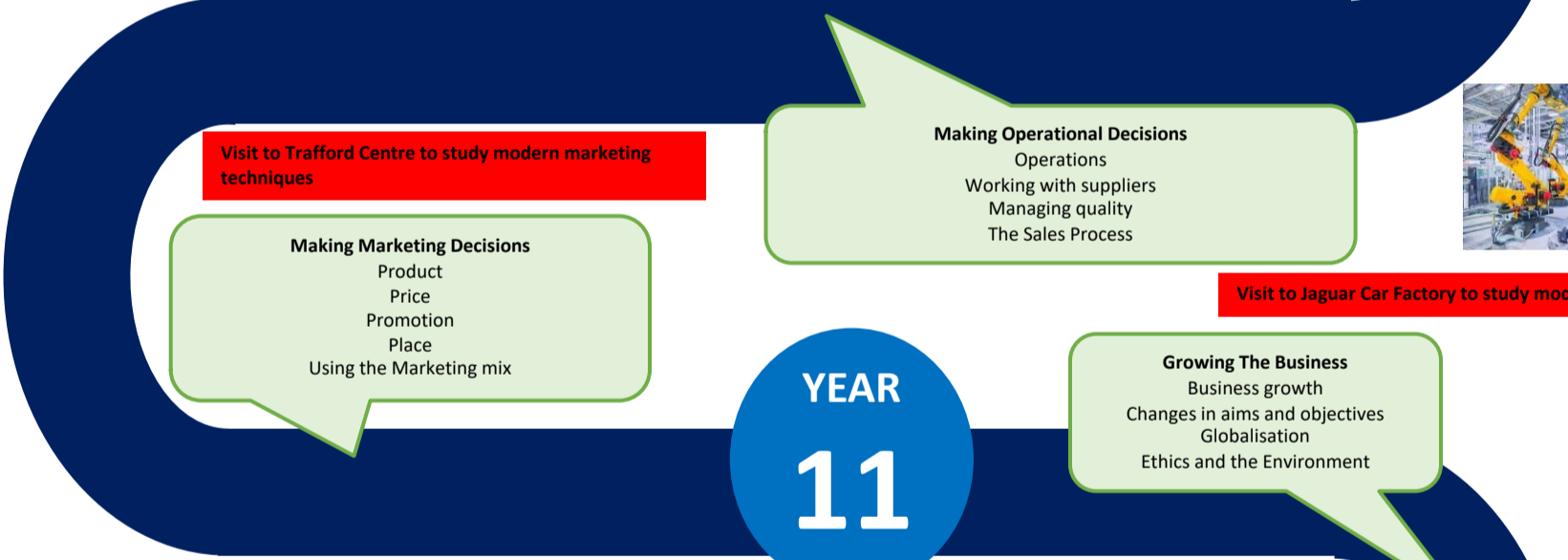
Mock Exam (PAPER 2) February – based on the second 5 units of the course

Mock Exam (PAPER 1) November – based on first 5 units of the course



Making Human Resource Decisions
Organisational structures
Recruitment
Training and development
Motivation

Making Financial Decisions
Business Calculations
Understanding business performance



Visit to Trafford Centre to study modern marketing techniques

Making Marketing Decisions
Product
Price
Promotion
Place
Using the Marketing mix

Making Operational Decisions
Operations
Working with suppliers
Managing quality
The Sales Process



Visit to Jaguar Car Factory to study modern operations

YEAR 11

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



Making The Business Effective
Options for start-ups
Location
Marketing mix
Business plans

Understanding External Influences
Stakeholders
Technology
Legislation
The Economy
External Influences

Year 10 exams

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

Spotting A Business Opportunity
Customer Needs
Market Research
Market Segmentation
Competitive Environment



Visit to Bramhall to study local small businesses

YEAR 10

Enterprise and Entrepreneurship
Dynamic nature of business
Risk and reward
The role of business enterprise

