

Business Studies

Why choose to study Business Studies?

Whether you are employed or self-employed you will, in future, become part of a business organisation. By studying Business Studies you will gain an in-depth understanding of all areas of a business, including finance, marketing and management.

As a result, you are likely to come closer to deciding which area of business interests you the most and so make appropriate career plans.



Entrance Requirements

A GCSE in business studies is not necessary but a good grasp of numbers and communication skills is important.

Course Content & Learning Styles

- What is a business?
- Managers, leadership and decision making.
- Decision making to improve marketing performance.
- Decision making to improve operational performance.
- Decision making to improve financial performance.
- Decision making to improve human resource performance.
- Analysing the strategic position of a business.
- Choosing strategic direction.
- Strategic methods: how to pursue strategies.
- Managing strategic change.

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What skills will I develop?

You will have the opportunity to make use of, and improve upon, your communications and number skills preparing you for the next stage in your education or employment. You will learn how to apply your answers to given business and theory, and make judgements.

Progression Opportunities

- A variety of degree courses in business studies or combined business with, for example, languages, sciences or information technology. A wide choice of modular courses allows you to concentrate on aspects of business of particular interest to you.
- The subject provides a sound basis if you are considering a career in finance, human resources, marketing or production management, as well as giving you an overview of the workings of all areas of organisations.

Did you know...

Richard Branson once said “Business opportunities are like buses, there’s always another one coming.”

