



Newton Abbot College 4-Year Learning Journey - Business

Courses

Degree: Business Management, Marketing, Finance, Human Resources

Careers

Degree Apprenticeships, Accountancy, Recruitment, Economics

Skills

Communication, Presentation, Negotiation, Motivation

Real World

Entrepreneurship, Management, Social Enterprise

- Strategic Methods – How to Pursue Strategies

- Managing Strategic Change

- Analysing the Strategic Position of a Business
- Choosing Strategic Direction

Year 13

- Operational Management
- Human Resource Management

- Marketing Management
- Financial Management

- Finance:
- Sources of Finance
 - Cash flow
 - Financial terms and calculations
 - Analysing financial performance

REVISION

Year 12

- What is business?
- Managers, Leadership & Decision Making

- Marketing:
- Identifying and understanding customers
 - Segmentation
 - Market Research
 - Marketing Mix

Year 11

Human Resources:

- Organisational structures
- Recruitment and selection
- Motivating employees
- Training

Operations management:

- Production processes
- The role of procurement
- The concept of quality
- Good customer services

- Influences on Business:
- Technology
 - Ethical and environmental
 - Economic climate
 - Globalisation
 - Legislation
 - Competitive environment

Year 10

Business in the real world:

- Purpose and nature of business
- Ownership
- Stakeholders
- Location
- Planning

Key Stage 4 Business

The Key Stage 4 Business curriculum equips learners with the skills and confidence to explore how different business situations affect business decisions. It will encourage learners to make informed choices about a wide range of further learning opportunities and career pathways as well as develop life skills that enable them to become financially and commercially aware.

Key Stage 5 Business

At Key Stage 5 the focus of A-Level Business is on management and decision-making with regard to start-ups and small to medium-sized businesses operating within national markets. We also study a mix of topics such as operations, finance, marketing, economics, and supply-chain management. More complex business scenarios with a focus on strategy are studied in Year 13.