

# THE WORLD OF BUSINESS

## WHAT WILL BE COVERED DURING THE COURSE?

The aim of the course is to give you an experience of the world of business so that you may better understand how companies, and the markets in which they operate, work.

The course is designed to involve you taking in part in a different project every term, each of which focuses on a different aspect of business including marketing, production, finance, and human resource management. The projects include;

- forming a small business that will run a successful stall at the Christmas Fayre
- designing and marketing a new pet product, with the winner judged by Jolly's Pet Store
- producing and working out the financial viability of a new chocolate bar
- having the opportunity to practice buying & selling company shares to experience how the stock market works
- taking part in a recruitment campaign and interviewing for a job role
- developing a business plan and taking part in Dragon's Den.

A typical lesson would involve learning about business theory in a practical way, and will include lots of opportunity for teamwork.

## WHAT SKILLS WILL BE DEVELOPED OVER THE YEAR?

- team working and leadership skills
- enterprise and initiative
- meeting deadlines individually and as a team
- dealing with customers and handling money
- completing basic financial accounts
- using creativity to design new products
- interview skills
- presenting your projects to an audience



## WHERE WILL THIS COURSE LEAD ME?

If you are interested in developing your knowledge of how businesses are successfully set up and managed, then this course will be perfect for you. You will learn about business theory whilst developing transferrable skills that are crucial to success in business. Although this course is not a requirement for taking GCSE Business, the course will be invaluable for you, giving you an ideal introduction to the subject.

