



British  
Summer  
School



ACADEMICS OF THE FUTURE SPECIALISMS

# Business

The Business specialism is delivered by the Academic Teaching Team and includes 7½ hours of lessons per week.

## COURSE DETAILS 2024

**Centre:** Oundle

**Course:**

Academics of the future

**Ages:** 12-17yrs

**Academic Levels:**

GCSE / A Level

**Tuition Ratio:** 1:14

**Tuition Time:**

7½ hours p/w

**Days:**

Mon, Tues, Wed, Thurs, Fri

**Times:** 13:00-14:30

**Specialism:** Students study a range of Business-related topics every week.

**Syllabus:** Adapted from IGCSE Business Studies Curriculum

## OBJECTIVES

- To introduce students to the fundamentals of setting up, running and growing a business
- To experience studying Business “the UK way”
- To enable students to participate in practical work, where appropriate
- To develop independent study and research skills
- To improve students’ English to help them communicate more freely, accurately, and confidently

## OTHER BENEFITS

Academic study brings many benefits such as:

- Expanding and diversifying students’ general knowledge
- Improving time management
- Enhancing critical thinking skills
- Developing self-understanding and perseverance
- Increasing employability and career opportunities

**“To improve students’ English to help them communicate more freely, accurately, and confidently.”**



## MODULES COVERED:

- Business: the fundamentals
- External influences on business activity
- Financial information and decisions
- Marketing
- People in business
- Operations
- Organisation and Management



## SAMPLE TOPICS:

### **Business: the fundamentals**

- Types of businesses
- Registering a UK business
- Ideas and concepts for business
- Importance of USPs

### **External influences on business activity**

- Economic factors
- Environmental issues
- International economy and globalisation

### **Financial information and decisions**

- Sources of business finance
- Revenue streams
- Income/turnover, gross/net profit
- Costs and break-even analysis
- Accounting

### **Marketing**

- The role and importance of marketing
- Marketing concepts and strategies

### **People in business**

- Recruitment and selection of employees
- Communication channels
- Staff training
- Motivating the workforce

### **Operations**

- Methods of production
- Storage
- International distribution

### **Organisation and Management**

- Business Plans, objectives and targets
- What makes some businesses grow?
- Stakeholders
- Strategies to improve productivity

**“The objective of this specialism is to introduce students to the fundamentals of setting up, running and growing a business.”**



For all enquiries and to apply, please contact British Summer School:

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