

## Why Study Business?



‘There are two types of people who will tell you that you cannot make a difference in this world: those who are afraid to try and those who are afraid you will succeed.’



## Business KS4 to KS5

The subject you have  
been waiting for

# PIXL Futures - How will this help our students?



The purpose of this document is to support some of you in making an informed choice surrounding the move to A Level Business from GCSE.

You may have completed GCSE Business at KS4, or may not have done. This document provides reasons why Business is a viable and forward looking subject, and also aims to clarify some of the misconceptions surrounding the subject.



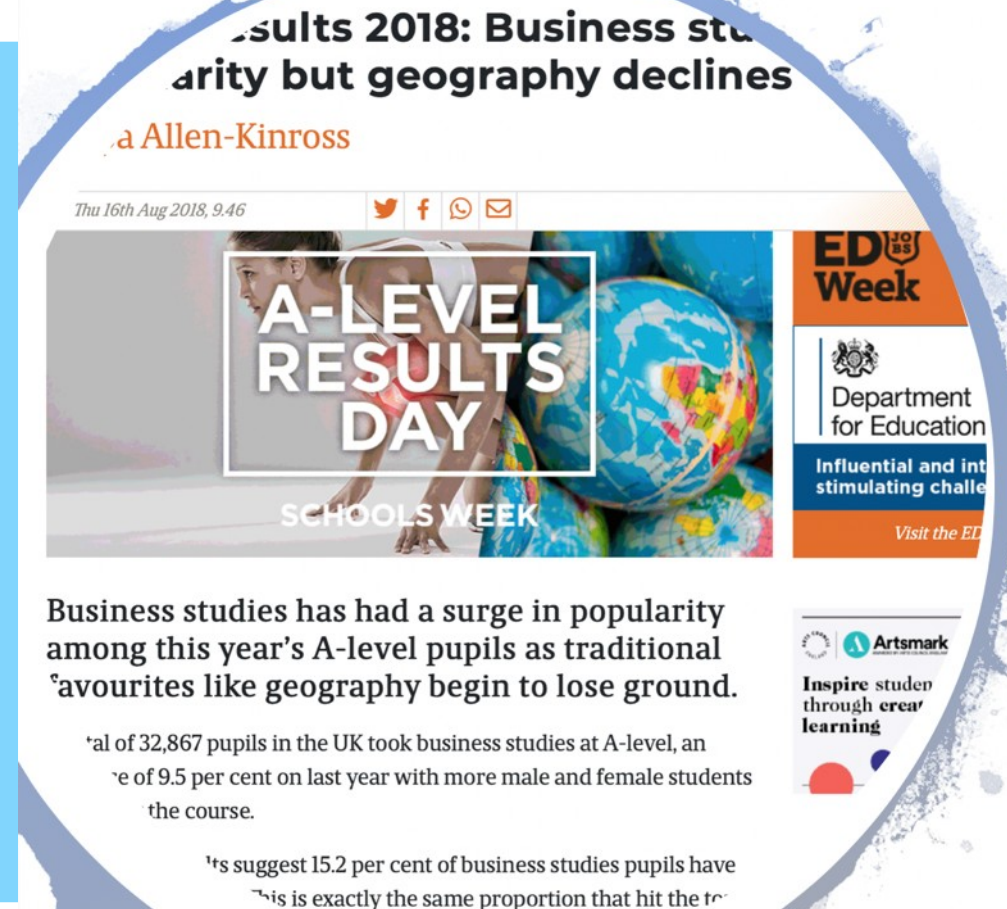
# PiXL Futures: Business Key Stage 5

- ✓ Business continues to be a popular option amongst KS5 students and entries continue to increase.

According to Government statistics, over **30,000 students** sat A Level Business as one of their options in Summer 2018.

Source:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/772074/2018\\_provisional\\_A\\_level\\_and\\_other16-18\\_results\\_in\\_England\\_-\\_update.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/772074/2018_provisional_A_level_and_other16-18_results_in_England_-_update.pdf)



**Results 2018: Business studies popularity but geography declines**  
by **Anna Allen-Kinross**

Thu 16th Aug 2018, 9.46

**A-LEVEL RESULTS DAY**  
SCHOOLS WEEK

**ED Week**  
Department for Education  
Influential and interesting challenge  
Visit the ED Week website

**Artsmark**  
Inspire students through creative learning

Business studies has had a surge in popularity among this year's A-level pupils as traditional favourites like geography begin to lose ground.

A total of 32,867 pupils in the UK took business studies at A-level, an increase of 9.5 per cent on last year with more male and female students taking the course.

Statistics suggest 15.2 per cent of business studies pupils have taken geography at A-level. This is exactly the same proportion that hit the top of the course.

# Why study GCSE Business?



Business is a forward looking subject. It is **relevant to the world around you** today and what will happen in the future.



Business is a subject **you as a student can relate to**: the moment you go shopping, or consume some food or brush your teeth, this is all business.



Business allows you to **explore careers in marketing, creativity, fashion, ethics, manufacturing, F1, defense, education**. It is a **subject without limits**.



Studying business **helps you understand the wider world around you**. You can take these **skills and knowledge** anywhere in the world.

The A-level  
business course  
is designed to  
develop **your  
skills,  
character and  
culture**



# Why study A-level Business: The Skills



The skills you can expect to gain

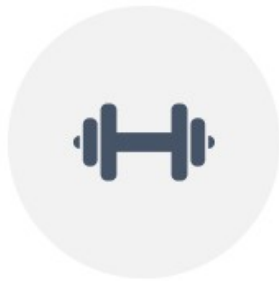
- **Analysis:** the ability to unpick an argument, look at the evidence, weigh up options and form an opinion
- **Research:** the skill of investigation, selection of appropriate data, asking the 'right' question, developing an inquisitive mind
- **Qualitative/Quantitative data:** you will develop the skills of numerical data analysis: unpicking the story the numbers tell you and supporting the qualitative data you gained from research
- **Evaluation:** the ability to form a judgement which weighs up factors and considers the short term and long term impacts of a decision
- **Debate:** the skill of providing your point, listening to others and either adapting or sustaining your initial point



# Why study Business: Character Building



A-LEVEL  
BUSINESS  
BUILDS  
CHARACTER



RESILIENCE



ANALYTICAL  
SKILLS



CULTURAL  
APPRECIATIO  
N FOR  
DIVERSITY  
ACROSS THE  
WORLD

# Why study Business: **Character Building**



**CHALLENGE OF  
GLOBALISATION**



**TEAM  
WORKING,  
PRESENTING  
AND DECISION  
MAKING**



**DELEGATION  
,  
DIPLOMACY,  
DEADLINES**

“Universities do not value Business as much as other subjects such as Economics or Mathematics”

- The biggest misconception is that A Level Business is not valued. **This could not be further from the truth**
- The Russell Group of Universities in the UK clearly state **students should make well-informed choices**
- Students should study subjects **they wish to enjoy** which will help them into University
- If you achieve grade A in Business and grade E in Economics, **which will help you the most?!**

# Case Study Task:

## Business and the movies

HOW MANY MOVIES  
DO YOU KNOW THAT  
HAVE BEEN MADE  
PURELY ABOUT  
BUSINESS?

2  
MINS



# Business and the movies



The  
Founder

Wall  
Street

The Big  
Short

The  
Intern

The  
pursuit of  
Happines  
s

Jerry  
Maguire

The  
social  
network

The  
aviator

Steve  
Jobs

Moneybal  
|

1. Watch some of these.

2. Why does Hollywood continue to make movies about Business?

# Business careers and the Movies

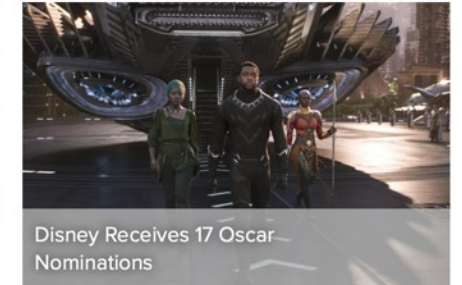
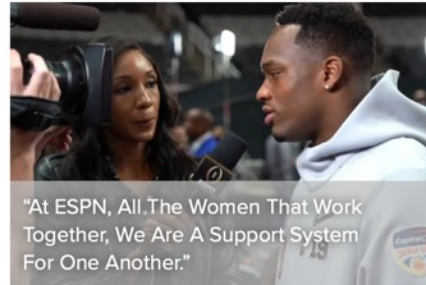


**Have you ever considered a career in the movie industry?**

It isn't just about being an actor or in charge of directing. There is much more to it....

Disney:  
<https://jobs.disneycareers.com>

## TRENDING



## FEATURED JOBS

MARKETING

DATA ANALYSIS

TECHNOLOGY

FINANCE

# Business careers and the Movies



**Have you ever considered a career in the movie industry?**

It isn't just about being an actor or in charge of directing. There is much more to it....



[MOVIES](#) ▾ [TELEVISION](#) ▾ [INSIDE THE STUDIO](#) ▾ [STORE](#) ▾

PARAMOUNT PICTURES CAREERS



## INSIDE THE STUDIO

[Careers](#)

[Internships](#)

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[Giving Back](#)

[Studio Tour](#)

[The Paramount Story](#)

## JOIN THE PARAMOUNT TEAM!

### Who We Are

Paramount Pictures is America's oldest running movie studio founded in 1912. We welcome all highly motivated individuals with a strong passion for their work to inquire about opportunities within the Paramount Pictures team. Our employees are not only embraced by our rich Hollywood history, but we work hard, have fun and make history!

# Leadership

- **What is meant by the term leadership?**
- Think of someone who you know who best defines the idea of leadership?
- Why? What is it about them?



Watch this series of videos based on CEO secrets and what top CEOs knew before starting out



**What can you learn from them?**

<https://www.youtube.com/watch?v=OqXcTA1buvk>

# Leadership in the real world



Leadership is a **key theme in A Level Business** - it plays a significant role in the short and long term success of an organisation and an economy.

## Look at one of these three examples:

- Has leadership helped or hindered the achieving of goals?
- Would you have done things the same or differently?

### **Brexit:**

<http://theconversation.com/theresa-mays-handling-of-brexit-is-a-classic-case-of-bad-leadership-108646>

### **Brexit:** [https](https://www.forbes.com/sites/sallypercy/2018/11/16/the-three-areas-of-leadership-strategy-where-theresa-may-fell-down/#2fc6c2e543fc)

[://www.forbes.com/sites/sallypercy/2018/11/16/the-three-areas-of-leadership-strategy-where-theresa-may-fell-down/#2fc6c2e543fc](https://www.forbes.com/sites/sallypercy/2018/11/16/the-three-areas-of-leadership-strategy-where-theresa-may-fell-down/#2fc6c2e543fc)

### **CocaCola:** [https](https://www.youtube.com/watch?v=9wKfEYOO_so)

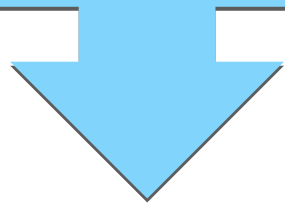
[://www.youtube.com/watch?v=9wKfEYOO\\_so](https://www.youtube.com/watch?v=9wKfEYOO_so)

### **Uber:**

<https://www.businessinsider.com/uber-company-scandals-and-controversies-2017-11>

# TASK: Global challenges

Within your team, decide upon the world's biggest global challenges.



These could relate to: resources, environment, ethics, technology, the global economy.



# TASK: Global challenges

What is the future challenge within your chosen area and how are businesses adapting/responding/taking advantage of the situation?

What Global challenge would you most like to face in your career?



# A successful A-Level Business student



Within your teams, consider the characteristics of what makes a successful Business A-Level Student.



You may wish to consider what the word 'success' means first

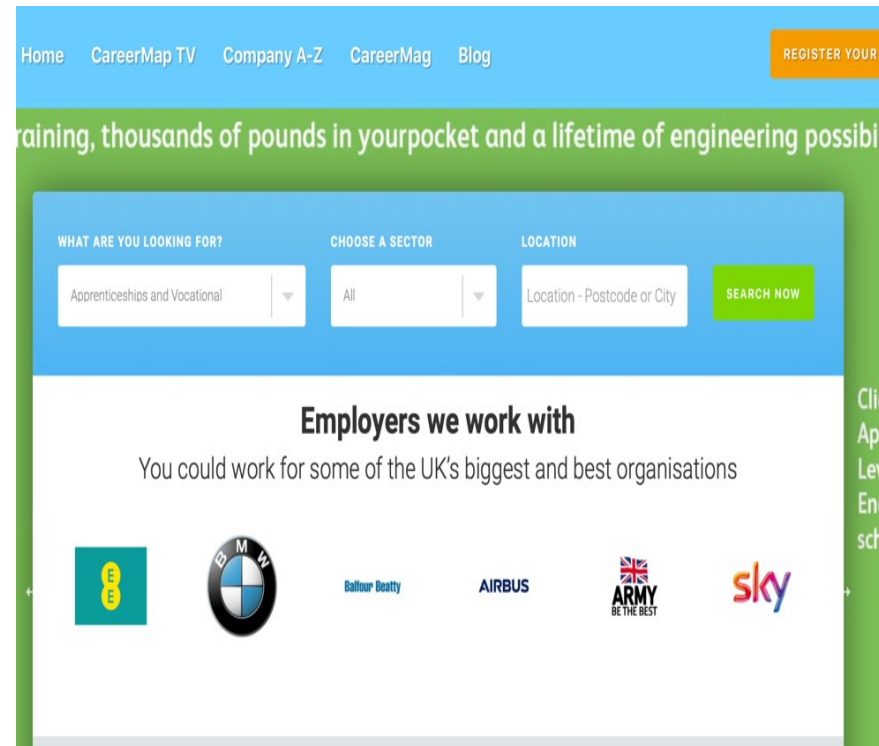


Create a **spider diagram** with the key characteristics of a successful student. Do you possess these now? Would you like to possess them at the end of the course? How might these characteristics help you in your own ambitions and future careers?

# A career in business



- Consider the characteristics identified earlier
- Do these characteristics match up with the kind of career you are interested in?
- What is it Businesses are really looking for? Just grades or more on top?



Utilise [www.careermap.co.uk](http://www.careermap.co.uk) to investigate some companies and job roles which may appeal to you. What are they looking for?

Other useful links:

<https://icould.com/explore/subject/business+studies+and+economics>

<https://gradireland.com/careers-advice/jobs-with-your-degree/what-can-i-do-with-a-business-degree>

# Implementation in schools at KS4/5



Business is a popular subject if advertised correctly and timetabled accordingly

- Advertising
  - Year 11 Options evening: prepare a key question sheet; have existing KS5 students in place to help field questions; prepare example work and have on offer University pathways.
  - Year 11 Assembly: lead a 5/10 minute slot on the role of Business in society, the variety of career options available, how Business fits within ethical/environmental beliefs and is a character building subject. Use existing KS5 students or examples of those who have left.
  - Year 11 'Taster sessions': organise taster sessions based around a 'large' theme; give students the opportunity to know and experience A Level Business first hand; be realistic with expectations.

# Implementation in schools at KS4/5



- Further activities: ensure you are clear on entry requirements for the course; consider which specification is best for you and your cohort; is Vocational an option? (are you aware of the challenges/benefits?); ensure students know the difference between Economics and Business.
- Is your subject organised on your VLE/system. Can Year 11 look at this in advance of the course?
- Timetabling
  - Consider blocks available: how can Business facilitate or be facilitated by other subjects?
  - Is Business in sufficient blocks/option choices for students?



**Commissioned by The PiXL Club Ltd. May 2019**

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