

Why study this course?

This course will allow you to develop many transferable skills and give you an excellent insight to all aspects of Business. By the end of the course, you will be able to make justified decisions to improve marketing, operational, financial and human resource performance. You will be able to analyse, decide upon and manage strategic change. A lot of our students go on to study Business further at degree level either on its own or jointly with subjects like Fashion, Marketing, Travel, Accounting.... and many more. The course also prepares you for going straight into your career as you will have the knowledge and experience to add value to any organisation.

What will I learn on this course?

All the main elements of Business such as Marketing, Human Resources, Finance and Operations are broken down into;

- 1 What is Business?
- 2 Managers, leadership and decision making
- 3 Decision making to improve marketing performance
- 4 Decision making to improve operational performance
- 5 Decision making to improve financial performance
- 6 Decision making to improve human resource performance
- 7 Analysing the strategic position of a business
- 8 Choosing strategic direction
- 9 Strategic methods: how to pursue strategies
- 10 Managing strategic change

What specific skills will I learn?

In addition to the core skills of time management, organisation, analysis and evaluation, you will also further develop your interpersonal, communication and presentation skills. By the end of the course you will be more confident as you will have been dealing with people from local and national businesses, organising yourself and your peers, communicating with a number of different stake-holders and presenting your work through a number of different media.



How is the course structured?

You will be externally examined across the whole content in the following 3 papers;

Business 1 – Multiple-choice, short-answer and 2 essay questions.

Business 2 – Data Response questions.

Business 3 – Questions based on a compulsory case study

Prior knowledge:

No prior knowledge of the subject is required. However, you need to have an interest in current affairs and business in the real world.

Extra Opportunities

Links have been developed with both local and national businesses such as Waitrose, Sibelco, McDonalds, Manchester Airport, Chester Zoo, with trips either to the business or the business coming into college. The opportunity to plan and start your own business enterprise on this course is fantastic for UCAS and job applications.

What career paths could this course lead to?

Many students have gone on to do Business degrees, either on their own or in particular combining them with other subjects such as Fashion (Sheffield, Glasgow, Leeds) or Marketing (many different universities). Many students have also gone on to study degrees such as Event Management (Leeds, Bournemouth, Birmingham) and International Relations (Cardiff, Bath).

All students leave the course with the skills businesses desire and some have found employment, through apprenticeships, at Barclays Bank, Bentley, Marks and Spencer Head Office, Cheshire East Council and a whole variety of other organisations.



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