



BUSINESS STUDIES AT HITCHIN GIRLS SCHOOL

WOMEN IN BUSINESS EXPO
VIRTUAL
 OCTOBER 14 - 15, 2020

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A two-day event designed for all women at any stage of their professional journey. Providing inspiration, guidance and business services to find their best career match or support their business.

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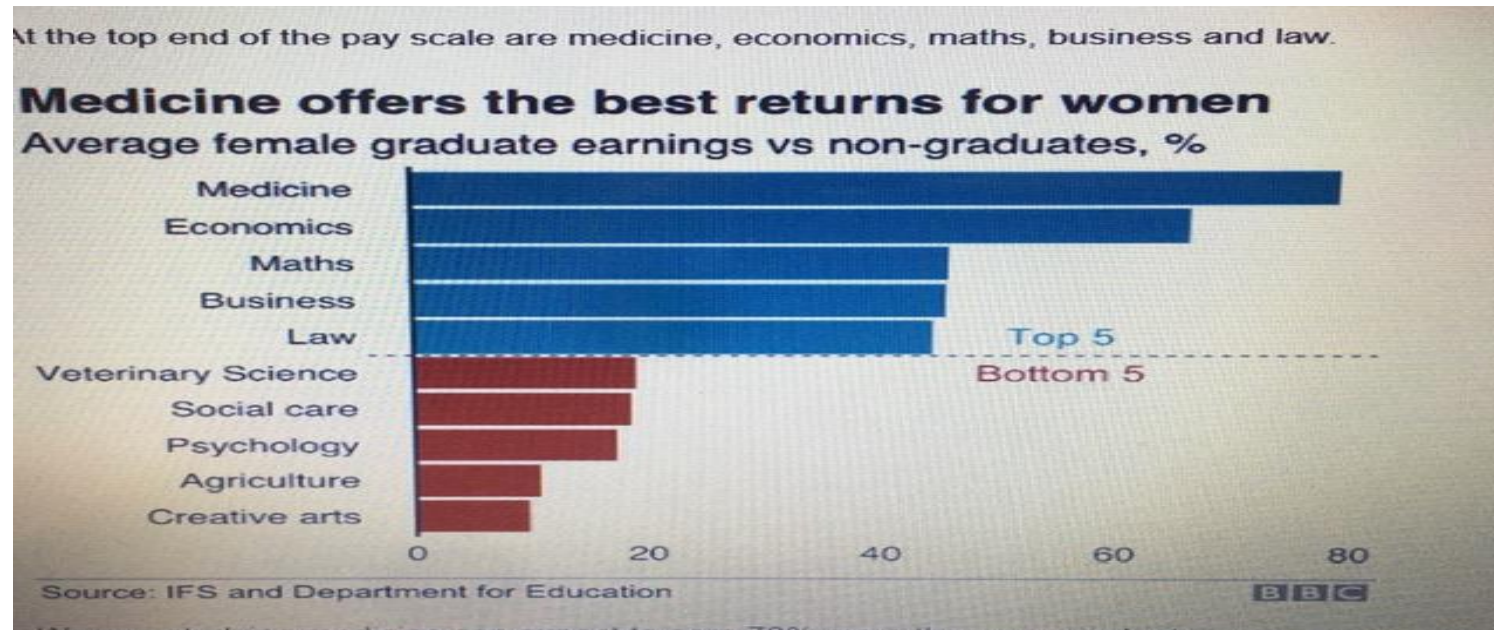
2020 keynote speakers

Welcome...

- ▶ Welcome to the Business Studies Department at Hitchin Girls School
- ▶ The subject is popular at both KS4 and KS5
- ▶ We offer Edexcel GCSE Business Studies at KS4 and WJEC Eduqas A Level Business at KS5
- ▶ The department is staffed by Mrs Grainger and Mrs Lewis, two highly experienced Business and Economics specialists

Pathways for Business Students...

- ▶ Business studies is an interesting contemporary subject that improves students' professional and personal skills. We aim to develop our students subject and personal skills to enable them to confidently enter higher education or industry in their chosen field.
- ▶ A popular subject at higher education it can also improve student's economic capability as well as career opportunities. See below:



Study and enrichment....

- ▶ Both qualifications are highly academic and rigorous. It will include the analysis and evaluation of complex case studies and business scenerios.
- ▶ We use communications technology for research and assessment in our well resourced computer rooms. The department has notebooks for individual students to use.
- ▶ Students are encouraged to take part in both in-house and external business, finance and enterprise challenges. This improves both their creativity, communication and team skills.
- ▶ We intend to continue in the future, a programme of trips, activities and visitors to enrich students' experience of the business world

Edexcel GCSE Business Studies

- ▶ At KS4 our students study the Edexcel GCSE Business Studies. Students will sit two external examinations in the second year of the course.
- ▶ This is a popular course and gives students a comprehensive view of not only business but the economy, politics, psychology and society.
- ▶ Topics covered include - Entrepreneurship, Business Finance, Data and Market Analysis, Human Resource Management, Production and Operations and Marketing.
- ▶ Students will be assessed on a regular basis and by end of term examinations to support and guide their progression.
- ▶ Students 6th Form pathways can include A Level and Vocational qualifications. Or entry to complementary subjects - Economics, Accounts and Psychology.

WJEC Eduqas A Level Business Studies

- ▶ This is an increasingly popular A Level within the subject area.
- ▶ The course is for two years and students are assessed externally by three examinations in the final year.
- ▶ Continuing internal assessment takes place on a regular basis and students will sit formal examinations in both their first and second years.
- ▶ Topics covered include - The Markets, Business Planning and Strategy, Motivation, Operations, Globalisation, Human Resource Management, Financial Management and Marketing Communications.
- ▶ Students have access to both internal and external resources for revision and skill building.

Business activities and skills building ...

- ▶ **Year 13** students took part in a challenge to create a social media campaign for a local enterprise and a marketing strategy for a new product area for M&S.
- ▶ **Year 10** students are using their creativity skills to design a new product - involving a name, logo, choosing a target market and identifying how it adds value.
- ▶ **Year 12** students are compiling business plans for a start up business, using their knowledge and research skills.
- ▶ **All students** have been involved in an activity using De Bono's Thinking Hats to come up with a solution for a crisis business situation.
- ▶ **6th Form students** are planning to create a Business Blog called 'The Biz' this academic year

