

# GIS Sixth Form Business Studies

CIE 9609



In this course, students will have the opportunity to reflect on how successful business organisations engage in financial and accounting practices to maximise value for stakeholders. They will develop the capacity to analyse characteristics and activities of business organisations and how they respond to the changing demands of their environments

They will develop an understanding of how effective managers and leaders develop successful organisations in terms of customer focus and the products/services they offer. They will develop knowledge that relates to strategic planning and decision-making to ensure business survival, change, and sustainable success. They will develop a solid foundation in research and essay writing in preparation for higher education and further study.

They will explore some important life long important concepts such as:

- **Change is the only constant.** Exciting new enterprises are often created in response to economic, cultural or technological changes. Existing businesses must adapt to change if they are to survive and grow.
- **Management is relevant to every person in a business.** Good leadership, strong motivation in workers, effective systems and clear communication are hallmarks of successful businesses.
- **Customer focus means a business will design and produce goods and services that people want to buy.** Customers provide the revenue which sustains a business. Successful businesses really understand their customers and strive to provide products that their customers love.
- **Innovation enables a business to re-invent itself and stay ahead of the competition.** The business world is dynamic and companies must seek to innovate through product development, more efficient processes and finding better ways 'to do business'.
- **Creating value is the core reason why any organisation exists.** Effective organisations aim to maximise stakeholder value. For most businesses this will be about maximising shareholder value, but social enterprises will also have other, non-financial, aims. Stakeholders also need to measure the value that is created.
- **Strategy is about knowing where you are, where you want to get to and how you are going to get there.** Managers need to think about, decide on and put into action major long term plans – such as buying another business, entering a new market or developing a new technology.

Topics include:

- Business and its Environment
- People in Organisations
- Marketing
- Operations Management
- Finance and Accounting
- Strategic Management

Timing, perseverance, and ten years of trying will eventually make you look like an overnight success.

**Biz Stone, Twitter co-founder**

## UNIVERSITY STUDY

Students who choose Business at A Level often find their love for the subject takes them on to university to study Business and Management related subjects further as their major or often as part of their course. Many students also go on to study the related disciplines of Accounting, Finance and International Development but we have had students also go on to study Medicine, International Relations, History, Law, Architecture and many more. Past GIS Business students have gone to study degrees at many top universities including Kings, SOAS, UBC, Monash, Warwick and many more top universities around the world in countries such as Hong Kong, Korea, Australia, USA, UK, Netherlands, Singapore and Canada.

## ENRICHMENT OPPORTUNITIES

- External speakers provide enrichment talks
- Visits to Google Head Office here in KL
- Many school based opportunities to develop entrepreneurial skills
- Extension revision sessions offered by the Time2Resources team

## WIDER READING



[tutor2u.com](http://tutor2u.com)

[s-cool.co.uk](http://s-cool.co.uk)

[dineshbakshi.co.uk](http://dineshbakshi.co.uk)

[businessed.co.uk](http://businessed.co.uk)

Any large public company websites will have corporate sections filled with useful and interesting facts from marketing strategies to full accounting histories.



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This course may particularly suit students who enjoy academic work which has an everyday real life perspective, those who are planning to work in a business (which is practically everyone) or own their own business in the future and students who like to examine case studies and make decisions based on information gathered.

### Assessment Overview

- ✓ 100% Exam based course
- ✓ AS topics 50% of the course. Paper 1 short answer and essay paper (40%) and Paper 2 data response paper (60%).
- ✓ A2 assessment is based on one synoptic paper based on the whole course. Paper 3 Case Study Paper.

Business studies is great because it's a very collaborative subject, the theory is applicable to the real world and it incorporates life skills that you can use in any subject at any level, such as deep analysis and the importance of fully supported judgements.

Student

### WIDER READING



**Promise of Pencils**  
by Adam Braun

**Competing for the Future**  
by Hamel and Prahalad

**Anyone can do it**  
by Duncan Ballantyne

**Emotional Intelligence**  
by Daniel Goleman



**Trump: An American Dream**

**Supersize Me**

**Cowspiracy**



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