

Careers

Key Stage 4 Business

Studying Business at Key Stage 4 provides the foundations for understanding how businesses work in the real world. The environment in which businesses operate is one of constant change and students are introduced to the major influences on business activity. Woodkirk students are taught about the four key areas within a business (marketing, finance, human resources and operations) as well as enterprise so that they are equipped with the knowledge and skills to pursue a business career or simply to enable them to make better informed decisions in the future.

Students are introduced to and given regular opportunities to develop a range of key employability skills. These include leadership, decision making, teamwork, communication, time management, presentation skills, organisation and numeracy. Year 10 GCSE students have the opportunity to investigate the recruitment and selection process adopted by different businesses. Vocational students create their own market research tools to design a product which customers want and then pitch their final idea to potential investors. In previous years all students have had the opportunity to be involved in the Enterprise Project run by the White Rose Centre, hopefully the project will start again soon.

In addition to the extra-curricular opportunities at Woodkirk we also encourage our students to consider business careers through our everyday teaching. Schemes of work and lesson activities include references to both well-known businesses and successful entrepreneurs; for example, when studying the growth of e-commerce students will investigate Amazon and Uber. When looking at enterprise, students will learn the characteristics required to be a successful entrepreneur in context of local, national and international businesses.

Key Stage 5 Business

At A-level we continue to develop the range of business knowledge and skills that are essential for industry and FE courses. In addition, the BTEC Level 3 course has specific links to industry and gives students the opportunity to investigate businesses and vocational aspects of business. All students have the opportunity to be involved in planning and managing an event. This practical opportunity sees students deliver a one day competitive group challenge to over 60 Year 10 students based around the Stock Market and the buying and selling of shares.

The skill set developed at Key Stage 5 is broadly similar to Key Stage 4 but it is expected that students will show a higher level of competence. In addition, there is much greater focus on analytical skills, the handling of data and statistics and making reasoned judgements.

As students develop their understanding of particular areas of interest the business staff are able to advise possible career options or directions. There is a breadth of experience amongst the teaching team, many of the staff having close links to a number of businesses in different sectors.

Careers

Studying business develops a range of skills and will help prepare you for many professions. Common examples include:

Accounting	Banking	Financial advisor	Business consultancy
Business management	Marketing	Advertising	Public relations
Recruitment	Human resources	Customer service	Retail
Stocks and shares	Retail buying	Sales	Purchasing

Career opportunities exist in both the private and public sectors.