



St George's Business Studies Course

New for 2020 is our Business Studies Course that will enable students to learn about various aspects of Business organisation and maintenance. Course content will cover:

Exploring Business

Exploring Hospitality Businesses

Exploring Leisure and Amusement Businesses

Exploring Travel and Tourism Businesses

Developing a Marketing Campaign

Planning and Managing an Event

Styles of Leadership and Managing Personnel

Customer Service

Training and Developing Staff

Visual Merchandising

Using the Internet to promote Business

Business Studies

Students will have the opportunity to visit various businesses on the Isle of Wight as part of their studies and will have visits from business leaders in school.

They will increase their understanding of the World of Work, and develop their confidence by planning and hosting events in school and the Community.

Communication Skills and Teamwork will be developed through collaboration on Advertising Campaigns.

The Business Studies Course will give a good grounding for any students wishing to go on to study Business at College, or for those wishing to go straight into

Apprenticeships or the world of work.

