

# PARENT NOTES

## GCE Business Studies

### Investigating Business in a Competitive Environment

Attraction Study



#### At A Glance:

- ✓ Business Studies
- ✓ GCE (AS and A2)
- ✓ KS5/ post-16 / adult
- ✓ Various content-relevant learning opportunities

#### What's Involved?

Students can visit Tapnell Farm Park to undertake case study research or investigate curriculum relevant materials supporting school trips to the Isle of Wight.

#### About this activity

This information resource is for key stage 5 or post-16/adult students who are studying GCE Business Studies (all exam boards). By prior arrangement, students can visit **Tapnell Farm Park** to undertake case study research or investigations into specific areas of business as appropriate to the unit within the qualification being studied.

Students can look at all aspects of running a successful business, including making the most of business opportunities, putting ideas

into practice making business effective, and understanding external influences and factors. They can ask questions about the curriculum relevant materials supporting school trips to the Isle of Wight and operations management.

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Focus areas include: gaining an holistic understanding of business; issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences; decision making; management of information; marketing; people in organisations; business objectives and strategy, etc.



The resource is a brief introduction to the opportunities for students at this attraction, one of the newer Island tourist attractions that is very successful, and popular with locals and tourists all year round.

#### Questions & Answers

##### What is the resource/task?

- ▶ The venue is the resource. Students can plan a visit that suits their individual needs dependent on exam board, themes, unit outcomes, or intended examination foci.

##### How does this link to my child's learning?

- ▶ The visit can be tailored specifically as a bespoke experience, to enable each student to get the maximum benefit from their time spent at the business.

##### What will they learn?

- ▶ Students can learn about the business aspects and features of the Isle of Wight's newest popular tourist attraction.
- ▶ Students will have opportunities for questioning, research and investigation into many subject-relevant topics.

##### How does this enrich study undertaken in school or college?

- ▶ Visiting Tapnell Farm Park assists students in gaining knowledge that supplements their learning by providing a hands-on experience of a successful farm business in the tourism sector.

##### Learning Outcomes

- ✓ Students will be able to gain greater insight into and understanding of the relevant unit focus by studying the key aspects of the course utilising research skills and the business environment.

*“Great things in business are never done by one person. They're done by a team of people.”*

- Steve Jobs

