



THE WENSLEYDALE
SIXTH FORM

BUSINESS & INNOVATION CENTRE

A BUSINESS PLAN FOR YOUR FUTURE

WELCOME TO THE WENSLEYDALE SIXTH FORM BUSINESS & INNOVATION CENTRE

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WELCOME FROM CHRIS ELLIS

Why Business and Innovation? The vast majority of jobs can, in some way, be defined as 'business' jobs.

We at Wensleydale want to work as closely as possible with our local businesses and prepare our students with the skills needed to work in business. To be able to take advantage of employment and entrepreneurship opportunities at 18 and beyond.

We want our students to be the innovators of the future, and with the help and support of our team along with local business people, we believe they will be. To pursue their dreams with a sure knowledge of the society in which they live by studying such things as Sociology or Psychology.

Choice is vital for young people, and the subjects we offer are targeted at the business world. We may not offer the same choice as other Post 16 providers. However, what we do offer is the opportunity to become business men and women of the future who have the skills to innovate and create.



"I wish that there was an option like The Wensleydale Business and Innovation Centre in my younger days. It has everything to set you on the path to success."

Richard Sanderson
Sanderson and Co.



"The skills on offer through this course are exactly what I look for in a candidate when I am recruiting."

Dawn Clarkson
Dawn Clarkson Associates

THE OFFER

We want our students to be the innovators of the future.

Studying at The Business and Innovation Centre in Wensleydale prepares students for the 21st Century.

They can use their skills for many of the established routes for 18 year olds – be it higher level apprenticeships, direct employment or university. They are also prepared for business and innovation and potentially starting their own companies.

As well as the core qualifications of Business, Psychology, Sociology and IT, we also offer Mathematical Studies and the Extended Project Qualification (EPQ). These provide our students with a well rounded set of qualifications for the world of work.

Students can also opt for the Duke of Edinburgh Gold Award and take up leadership opportunities within the school and community context – be it running volunteer programmes, mentoring younger students, organising events or participating in enrichment activities.



PERSONALISING THE COURSE TO YOU

Business covers a variety of skills and areas of expertise. That is why we can personalise the course to meet your specific aims and ambitions. To do this, you have three choices:

CORE OFFER

BTEC Level 3 National Diploma in Business. This is equivalent to 2 A Levels and carries UCAS points.

CHOICE 1

An Extended Project Qualification and/or Maths must be chosen by all students.

Please note that these qualifications are Level 3 and an equivalent to AS level qualifications.

CHOICE 2

Students must choose one of the following A Levels, IT, Sociology and Psychology.

Please note that Psychology and Sociology are full A level qualifications, and IT is a full A level equivalent.

CREATING OPPORTUNITY

All students will have the chance to take part in internships and mentoring opportunities, and we have a significant number of local businesses that are involved in our mentoring and internship programme. These include Tennants of Leyburn, AD Calverts, The Saddle Room, Mark Johnson Racing, Purple Media, The Yorkshire Dales National Park and many more.

Students will also have the opportunity to do the Duke of Edinburgh Gold Award.

OVERALL

All students will leave with Business, then one of IT, Sociology or Psychology PLUS one or two of EPQ and Maths.

CORE OFFER

BUSINESS: BTEC

Our Business course provides you with the foundation to enable you to develop your business idea or to have an impact in your choice of career.

You will be provided with the skills and knowledge to ensure you become a success in the business field.

The core units offer you the opportunity to explore business, to develop a marketing campaign, personal and business finance, to manage an event, international business and principles of management. Added to this you will investigate the recruitment and selection process and customer service.

There are internal and external assessments and these provide you with the opportunity to demonstrate your business and enterprise skills.

Your studies will provide you with the skills and knowledge to be able to run your own business. The course will also support your access to university and the world of work as it provides business related life skills also.



Topics to study

- Exploring Business
- Developing a Marketing Campaign
- Personal and Business Finance
- Managing an Event
- International Business
- Principles of Management
- Recruitment and Selection Process and Investigating Customer Service

Progression routes

This qualification is on a par with A-Levels and has been built in close collaboration with employers and professional bodies ensuring that it has both recognition and value. Students will leave with knowledge, theory and real world experience to separate them from the crowd.

Assessment

This course is assessed through a mixture of external examination and internal assessments.

- All students will be provided with a Business Mentor with whom they will meet at least once every 3 weeks. This will give students current knowledge of the context into which they will be going after their studies.
- All students will also be given a 6 week Internship during their time at the Business and Innovation Centre to allow them to develop a thorough and detailed understanding of how business works.
- A good will loan of up to £50 per student to start their business as part of the Tycoon Challenge
- Opportunity to participate in Peter Jones' National Entrepreneur of the Year and pitch for £5000
- Peter Jones Enterprise Alumni Status and 3 years of continued support into higher education, employment or starting a business
- Opportunity to win fantastic prizes through our Flash Challenges
- Graduation where you will be presented with your certificate from Peter Jones CBE

CHOICE 1

EXTENDED PROJECT QUALIFICATION (AS LEVEL)

Every year thousands of students choose to study for the Extended Project Qualification (EPQ) alongside their subjects.

The project is an extended piece of research, which provides the opportunity to specialise in a particular area of interest and create a dissertation-style write-up.

Students learn about, and demonstrate their ability to research various information and check the authenticity of sources, plan a project, construct and support arguments, write academically and disseminate understanding while all the time building on critical thinking skills.



Topics to study

EPQ allows each student to embark on a largely self-directed and self-motivated project. Students must choose a topic, plan, research and develop their idea and decide on their finished product.

We encourage creativity and curiosity. A project topic may be directly related to a student's main study programme, but should look beyond the specification.

Students will need to complete the following once their topic has been decided:

- **identify**, design, plan and complete an individual project, applying a range of organisational skills and strategies to meet agreed objectives
- **obtain**, critically select and use information from a range of sources; analyse data, apply it relevantly and demonstrate understanding of any appropriate linkages, connections and complexities of the topic
- **select** and use a range of skills, solve problems, take decisions critically, creatively and flexibly, to achieve planned outcomes
- **evaluate** outcomes both in relation to agreed objectives and own learning and performance. Select and use a range of communication skills and media to present evidenced outcomes and conclusions in an appropriate format.

Progression routes

The EPQ liberates a student from the bounds of a structured curriculum and allows the pursuit of academic passion. A student can become the 'expert' in a chosen field and from this develop confidence.

Assessment

This is a Non Examined Assessment and thus the evidence will comprise the following:

- A completed Production Log and Assessment Record
- The Project Product including

a written report and any other evidence, as appropriate, depending on the topic or subject area chosen.

Key features

The Extended Project Qualification offers opportunities for students to:

- make a significant contribution to the choice and design of an extended project and take responsibility for an individual task
- develop and improve their own learning and performance as critical, reflective and independent students
- develop and apply decision-making and problem solving skills
- extend their planning, research, critical thinking, analysis, synthesis, evaluation and presentation skills
- develop and apply skills creatively, demonstrating initiative and enterprise
- use their learning experiences to support their aspirations for higher education and/or career development
- transfer skills developed as part of their extended project to other areas of study

CHOICE I

MATHEMATICAL STUDIES (AS LEVEL)

Mathematics is for everyone. It is diverse, engaging and essential in equipping students with the right skills to reach their future destination, whatever that may be.

We will enable students to engage with, explore, enjoy and succeed in maths.

This Level 3 Certificate in Mathematical Studies aims to build on the knowledge, understanding and skills established in GCSE Mathematics.



Mathematics is a system of organised thought employed in science, technology, music, architecture, economics, sociology, sport and commerce.

The subject has made a major contribution to the development of the modern world and offers fascinating insights into many areas of endeavour.

Topics to study

- Analysis of data
- Maths for personal finance
- Estimation
- Critical analysis of given data and models (including spreadsheets and tabular)
- Critical path and risk analysis
- Expectation
- Cost benefit analysis

Progression routes

Mathematics is an integral part of a vast array of jobs and employment sectors - if the job involves numbers, then this is the course for you. It will serve students well in the Social Sciences and be regularly utilized in a wide variety of opportunities in Business and Law.

Assessment

The course is examined with two exams, each 1 hour 30 minutes in length.

Key features

Mathematical Studies provides so many of the tools to understand and analyse the financial systems within which we function and live.

By examining such things as the effect of inflation, as well as being able to critically analyse data quoted in media, political campaigns and marketing, students will have a skill and knowledge base ready for 21st Century employment.

CHOICE 2

IT (A LEVEL)

A level IT is a high-quality vocational course developed in partnership with industry specialists and leading employers in the Computing industry that aims to offer you the IT skills necessary to support future study and careers.

You will discover that good management of both data and information is essential and that it can give any organisation a competitive edge.

The power of IT is unprecedented – study it at The Wensleydale Business and Innovation Centre and be ahead of the curve in whatever job you choose to apply for.



Students can develop the skills and knowledge required to actively use data analysis techniques to provide evidence and interpretation for decision making for a range of organisational needs.

Topics to study

- Fundamentals of IT
- Global Information
- Data Analysis and Design
- Project Management
- Social Media and Digital Marketing

Progression routes

A sound understanding of IT technologies and practices is essential for a growing number of jobs across industry. Information learnt by students will provide a solid foundation in the fundamentals of hardware, networks, software, the ethical use of computers and how business uses IT.

Assessment

The course is examined with two exams, each 1 hour and 30 minutes in length, as well as three internally assessed projects.

Key features

We live in an ever changing world with an ever increasing speed.

Our IT course allows for the study of things such as the use of social media, which in recent years has become a worldwide phenomenon.

Users of social media are able to share ideas and files, compare opinions and pass comment on the activities of their friends and contacts.

In doing so, they are not only generating huge amounts of data about themselves, but also allowing others the opportunity to contact them and monitor some of their online activities.

Social media also allows users to collaborate with others across the globe. Study it, harness it, use it...

CHOICE 2

SOCIOLOGY (A LEVEL)

Sociology is about groups of people.

Students learn to apply sociological thinking to an analysis of groups in contemporary society as well as their own experiences. Sociology is not about helping people or necessarily about improving society.

Nor should it be confused with psychology which is the study of the individual. It involves the study of society and its effect on the individual. Students will study how people are influenced by background factors such as class, gender and ethnicity.

Belonging to these social groups determines what kind of career you do, where you live, even how long you may live. Thus, understanding and applying a variety of theoretical perspectives is essential in sociology.



Studying Sociology provides an incredible array of benefits which include developing and enhancing a knowledge and awareness of social, political and historical forces that shape society.

Students gain evaluation and analytical skills through the examination of theoretical perspectives and their application to both historical and contemporary issues facing individuals and societies.

Topics to study

- Education with Theory and Methods
- Crime and Deviance with Theory and Methods
- Families and Households
- The Media

Progression routes

The study of Sociology could lead to careers in public relations, teaching, local and central government, management and business, journalism, social work, probation service, youth and community work, or nursing.

Assessment

The course is examined with three exams, each 2 hours in length.

Key features

Sociology is a great foundation subject as the knowledge you learn can be applied to all aspects of society and it provides a variety of academic skills especially thinking critically about the world. If you are going to work in the world, why not develop a thorough understanding of it?

CHOICE 2

PSYCHOLOGY (A LEVEL)

Psychology, the study of the mind, is a fascinating subject in which students learn about themselves and others, the way we think, remember things, how we develop attachments and build relationships, what happens when we are stressed, why we behave like we do and why we are all different.

The fundamentals of the subject will help develop skills valued by Higher Education (HE) and employers, including critical analysis, independent thinking and research.



The study of Psychology equips students with a whole host of transferable skills: being able to communicate effectively using appropriate language, to interpret and critically assess scientific data, and to research and critically evaluate a range of sources.

The course encourages a development of strong literacy and numeracy skills.

The acquisition of such a diverse range of skills will be of great benefit to students in further education, the workplace and society in general.

Topics to study

- Social influence
- Memory
- Attachment
- Psychopathology
- Approaches in psychology
- Biopsychology
- Research methods
- Issues and debates in psychology
- Relationships
- Schizophrenia
- Aggression

Progression routes

A wide range of career options are open to those who have studied Psychology including business and marketing, the health sector, as well as sports or criminology. If students choose to take the subject they could progress into careers such as counselling, teaching, clinical psychologists, forensic psychologists, educational psychologists and occupational psychologists.

Key features

By studying Psychology you will begin to understand people and yourself better. An understanding key to creating and sustaining your own successful future. The knowledge gained will help students get the most from the meetings with their business mentor as well as during their 6 week internship in a local business.

Assessment

The course is examined with three exams, each 2 hours in length.

CREATING OPPORTUNITY

INTERNSHIP AND MENTORING

Competition for business roles is tough, especially if you leave school or university with no practical work experience.

Therefore the benefit of undertaking an internship before the age of 18 is that you can gain realworld experience while you're still a student, meaning that when you complete your exams you'll already have many of the skills that companies are looking for.

Not only will this help you stand out when applying for Post 18 options (employment, apprenticeships or university), but some companies may offer internship students an opportunity to apply for a place in the company before the end of the course, based on their performance during their work experience.

Every student at the Business and Innovation Centre will be provided with a Business Mentor, with whom they will meet at least once every three weeks. Developing an understanding of real world and the challenges faced by business is vital for our young people.



Through regularly meeting with their mentor we aim to allow our students to develop understanding, experience and communication skills that will separate them from the crowd of their peers - be it in application, interview or 'in-job' competition for promotion.

It's impossible to predict exactly what will happen in the future, but providing real world and business experience over a significant period of time is prudent and allows young people to stand out from the crowd at 18 years old.

At a time when the government and companies are ever more focussing on training employees and making sure that they invest in their development, why not tempt them to employ young people at 18 years old who have the necessary skill foundations in subjects such as Business, IT, Psychology, Sociology, Maths, as well as self-directed research with the EPQ?

The business internship is a 6 week period where students will spend quality time with a company, working for it and taking on business tasks. This may seem like a big ask if you're still a Sixth Form student, but the whole point of an experience like this is to help students develop business intelligence and learn what you need to do to cope in a professional environment.

Companies place a lot of importance on their work experience programmes, especially now that there's so much competition for jobs. As a result, students who can show that they have gained practical skills and experience are valued much more than those who only have a qualification.

CREATING OPPORTUNITY

DUKE OF EDINBURGH GOLD AWARD

At Wensleydale we offer ALL year 12 students the opportunity to complete DofE Gold Award (you do not have to have done Bronze and Silver Awards).

You will enjoy lots of new experiences, discover talents you never thought you had, challenge yourself and meet lots of people just like you.

- Achieving an Award will give you skills, confidence and a view on life that everyone is looking for, from employers to colleges and universities.
- You will get recognised for doing things you want to do (and may even be doing already).
- You will make a difference to other people's lives and your community, be fitter and healthier.
- UCAS endorses DofE as a way to get involved with high quality extra-curricular activities before higher education.





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Please contact us to find out more
Richmond Road, Leyburn,
North Yorkshire, DL8 5HY

E-mail: admin@wensleydaleschool.net
Telephone: **01969 622 244**
Website: www.wensleydale.n-yorks.sch.uk