



SOCIAL SCIENCES

“...the branch of science that studies society and the relationships of individuals within that society”

This experienced department houses exciting and interesting subjects including: Business, Psychology and Sociology.

We also offer a range of extra-curricular activities including trips and visits with strong educational aims, projects with local businesses and the chance to participate in national competitions.

Each year we plan a number of local, national and international trips to engage, motivate and inspire young learners.

Business Education

Key Facts

Business Studies and Marketing graduates had a higher post-graduation employment rate (72%) than any other subject discipline.

Management Studies students earn, on average, more upon graduation than virtually any other discipline. According to my conversations with admissions managers from top business schools, graduate salaries of £35-40,000 are commonplace alongside placement salaries of £25,000-£30,000.

Lord Sugar had to start somewhere and with our help you to could join the ranks of the rich and famous! Within this department we offer both GCSE Business, Level 1/2 Enterprise & Marketing and A2 Business Studies.

Key Stage 4 - GCSE Business

This qualification contains five topics:

1. spotting a business opportunity
2. showing enterprise
3. putting a business idea into practice
4. making the start-up effective
5. understanding the economic context

Assessment – 100% Exam at the end of Year 11 consisting of multiple choice exam questions and longer answer questions.

OCR Enterprise & Marketing

This qualification teaches students about the following topics:

1. Human Resources
2. Marketing
3. Finance
4. Production

Assessment - 60% Controlled assessment and 40% External exam



Key Stage 5 - A Level Business

Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders

Theme 2: Managing business activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences

Theme 3: Business decisions and strategy

This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change

Theme 4: Global business

This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:

- globalisation
- global markets and business expansion
- global marketing
- global industries and companies (multinational corporations)

Assessment

Paper 1: Marketing, people and global businesses – 35% of total A Level

Paper 2: Business activities, decisions and strategy – 35% of total A Level

Paper 3: Investigating business in a competitive environment – 30% of total A Level



Career Pathway

Students will apply their knowledge and understanding to real-life business contexts, with updated content to reflect the issues impacting on modern businesses and real business case studies in all assessments. Students will develop transferable skills that support higher education study and the transition to employment, including numeracy, communication, an understanding of the business environment and commercial awareness.

Students can progress from this qualification to:

- Higher education courses such as business management, business administration, accountancy and finance, human resource management, marketing, retail management, tourism management and international business
- A wide range of careers ranging from banking, sales, product management and general management to working in public sector organisations or charities

Sociology

Sociology is the study of group life and individuals. Many of the questions that tantalize us are questions about people in groups. Why do lovers quarrel? What makes for a stable family? How do we develop effective work groups in industry? How do groups make decisions? What factors contribute to the election of a Prime Minister? Where do we get our values from? Sociology as a discipline attempts to answer these questions by using the tools of science.

Within this department we offer A2 Sociology.

Key Stage 5 - A Level Sociology

Paper 1

Section A: Introducing socialisation, culture and identity

- What is culture?
- What is socialisation?
- What is identity?

Section B Option 1: Families and relationships

- How diverse are modern families?
- To what extent are roles and relationships within families and households changing?

Paper 2

Section A: Research methods and researching social inequalities

- What is the relationship between theory and methods?
- What are the main stages of the research process?
- Which methods are used in sociological research?

Section B: Understanding social inequalities



- What are the main patterns and trends in social inequality and difference?
- How can patterns and trends in social inequality and difference be explained?

Paper 3

Section A: Globalisation and the digital social world

- What is the relationship between globalisation and digital forms of communication?
- What is the impact of digital forms of communication in a global context?

Section B Option 1: Crime and deviance

- How are crime and deviance defined and measured?
- What are the patterns and trends in crime?
- How can crime and deviance be explained?
- How can crime and deviance be reduced?

Career Pathway

This subject will be valuable in a number of different careers, particularly for those who are considering working with people, for example, teaching, social work, human resources and caring professions.

Psychology

Psychology is the scientific study of mind and behaviour.

Psychology is a SCIENCE and involves the study of mental processes and behaviour in the context of real life experiences. This course is for those who have an enquiring mind, like to discuss and wish to gain an understanding of how humans (and non-humans) develop, socialise and interact with each other. Psychology is not just an academic subject; it's a life-skill.

Within this department we offer A2 Psychology.

Key Stage 5 - A Level Psychology

Foundations in psychology

Social psychology

- How can knowledge of social psychology be used to reduce prejudice in situations such as crowd behaviour or rioting?
- How can social psychology be used to explain heroism?

Cognitive psychology

- How can psychologists' understanding of memory help patients with dementia?
- How can knowledge of working memory be used to inform the treatment of dyslexia?

Biological psychology



- How effective is drug therapy for treating addictions? eg. methadone to treat heroin addiction?
- What are the implications for society if aggression is found to be caused by nature not nurture?

Learning theories

- Is the influence of role models and celebrities something that causes anorexia?
- Would it be a good idea for airline companies to offer treatment programmes for fear of flying

Applications of psychology

Clinical psychology

- How do different societies define mental health disorders?
- What are the issues surrounding mental health in the workplace? Criminological psychology
- Is eye-witness testimony too unreliable to trust?
- Should jury bias lead to the abolishment of juries?

Child psychology

- What issues should parents take into account when deciding about day care for their child?
- Is international adoption good or bad for a child?

Health psychology

- How to encourage the end of smoking?
- Government intervention in health behaviours versus freedom of choice: to what extent is government intervention appropriate?

Psychological skills

- Psychological skills: Methods, Synoptic review of studies and Issues and debates.

Career Pathway

Students will develop transferable skills that both support study in a wide range of subjects at university and the transition to employment, including quantitative and analytical analysis and forming and testing hypotheses. The development and application of mathematical skills prepare students for study of psychology and related courses at university.

Students can progress from this qualification to:

- Higher education qualifications such as psychology degrees, and biology-related courses
- Further education courses such as BTEC Higher Nationals such as the Higher Nationals in Applied Biology and Biological Sciences for Industry.

Should you like to receive any additional information on this subject please contact Miss J Mackay, Head of Department via email jmackay@newent.gloucs.sch.uk