

# TEACHER NOTES

## GCE Business Studies

### Business Study Opportunities

Attraction Study at Blackgang Chine

## Contextual Summary

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 Blackgang Chine to undertake case study research or investigations into specific areas of business as appropriate to the unit within the qualification being studied.

Examples include identifying and anticipating customer needs; understanding the market and the competition; studies in operations management and leadership; marketing, etc.

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Students, teachers or educational establishments will need to contact the team at Blackgang Chine to arrange a visit to ensure that a suitable visit plan is agreed.

### Ability Levels

There is one version of this resource intended for key information only.

### Key skills practised in this unit:

- ▶ Supplementing knowledge gained on the course with hands-on work relating to all aspects of business relevant to the course.

### Relationship to Curriculum

Relevant opportunities exist here for any students of GCE Business Studies interested in using the theme park and its local resources as a case study, or as part of an investigation, in relation to the units specified by their exam board.

### Enrichment Opportunities

Students have the opportunity to undertake research to enhance their understanding.

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#### SUBJECT

Business Studies

#### UNIT

Various AS and A2 units

#### OPPORTUNITIES FOR USE

- ✗ Pre-Visit
- ✓ On-Site Activity
- ✗ Post-Visit



#### CURRICULUM / SYLLABUS

- ✓ All exam boards

Applies to Resource numbered:

106301

