



Area News - Business

What have we been up to?

Recently year 1 business students welcomed Savvas Savva, Business Representative from New Horizon Financial, for a session on the importance of the financial sector and careers in financial planning.

Students participated in the interactive 'Discover Fortunes' game, working in teams to explore real-world financial scenarios. They were challenged with client case studies, advising on the best approach to financial planning by balancing protection, pensions, savings, and investments according to lifestyle, employment, life stage and attitude to risk.

This hands-on experience provided valuable insight into financial planning as a career and its impact on personal and professional success.



Something you can look forward to ...

Business A Level students get ready for an exciting real-world business experience!

This year, A Level Business students will take part in the annual Dragons' Den style event in partnership with the Taunton Chamber of Commerce. Students will work in a team to create and develop an exciting new product or business idea, then pitch it to external business professionals from the Chamber. This is the students' chance to apply what they have learned in class to a real business scenario and get genuine

industry feedback. During the challenge, the students will put key business concepts into practice, including:

- Creating a unique selling point (USP)
- Identifying your target market
- Conducting market research
- Analysing competitors
- Designing a marketing campaign
- Planning costs and financials

Not only will students build business knowledge, but they will also have opportunity to develop valuable skills such as teamwork, leadership, communication, creativity, problem-solving and initiative.

Get ready to think big, be innovative and show the Dragons what you can do!

Photos below



