

Curriculum Intent - Business

The world of business is ever-changing and vitally important in the lives of everyone. Studying Business Studies allows our students to develop a thorough understanding of the business world, from the smallest sole trader, to large multi-national organisations and in doing so learn skills such as managing money, how to develop products, the role of marketing and employing personnel. Business has close links to maths, including the calculation of profit, revenue, costs and performance ratios, in addition Geography and History support the delivery of external factors and economic business cycles.

In our aim to develop future businesspeople, students will learn to be innovative when developing new business ideas and opportunities, along with the role that market research has in successfully putting business ideas into practice. Students will learn about effective start-up opportunities and the costs, revenue and profits involved when understanding our current economic climate, enabling them to enter the world of work, as well equipped and prepared workers. As a Key Stage 4 subject, our courses are designed to support students in the development of knowledge in business, as well as practical application of enterprising skills that will prepare them for Post-16 or apprenticeship study. To accomplish this within a two-year KS4 curriculum, we have fostered a dual approach offering both the Edexcel GCSE Business studies qualification and the OCR Cambridge National in Enterprise and Marketing.

Through the GCSE qualification, initial focus is on the key business concepts, issues and skills involved in starting and running a small business. This provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business and examines how a business develops beyond the start-up phase. The focus then progresses to study the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. The final element is to consider the impact of the wider world on the decisions a business makes as it grows. Business Studies as a qualification enables the development of a variety of transferable skills, such as literacy, numeracy, communications skills, presentation skills and decision-making which can lead to success in any occupational field. Staff push students to exceed with the Extra-curricular 9 Club, which encourages and support students in achieving grade 9's in their GCSE course.

Through the vocational OCR Cambridge National qualification, students study Enterprise and Marketing concepts and develop essential knowledge needed to start up a business. Students develop their skills to design a product for a set business challenge and formulate a business proposal. They create a customer profile, complete market research, generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product. This allows students to move onto the final element of this qualification which involves students marketing and pitching their business proposal. Here students create a brand identity and promotional plan for their specific product proposal. Business works closely with the Enterprise and Community faculty to offer students the opportunity to work with local businesses and entrepreneurs. This gives students real-life experiences and opportunities to pitch their ideas and receive constructive feedback. They use pitching skills to sell their product to an external audience, and finally self-assess their success. All these skills are transferable to further related learning in areas such as enterprise,

marketing or business. Students can secure 50% of their Enterprise and Marketing grade through coursework and staff offer extra-curricular support for students with coursework needs.

Within both courses, lessons are planned to provide a relevant context to study and understand the actions of important business, enterprise and marketing concepts. Students are taught how to use business vocabulary which is appropriate and accurate and allow them to think about and apply their learning in a range of new and challenging contexts, both verbally and written. Teachers use targeted questioning to ensure that students develop their understanding, along with the use of hinge questions and regular assessments to evaluate student understanding. Progress/Progress+ activities are incorporated into all lessons to ensure that all students are challenged beyond their comfort zones. Home learning is a key element of our curriculum and knowledge organisers are used to promote retrieval and subsequent quizzes that take place on a weekly basis develop students' ability to recall key concepts.

Assessment in Business Studies involves a combination of formative and summative assessments, including progress checks, coursework and formal forms of examinations, each of which provide students with key opportunities to reflect, receive feedback and allows them to focus on their next steps of learning. All assessments are created using past paper questions and exam board question generators, these are then marked by the teacher within 14 days, providing next step annotations and develop/feedback lessons that are delivered to allow students to understand how they can improve. Teachers spend time on encouraging students to provide context in their answers and spend time reading and discussing real business case studies and linking them to exam style questions.

Business Studies is a unique, practical and fascinating subject that prepares students to become 'School ready, Work ready, Life ready'. The Business Department meet regularly to share good practice and focus on teaching and learning to make sure that we offer engaging and successful lessons for our students.