

## Business Studies Curriculum Statement – 2021-22

### INTENT:

The teaching of Business Studies at Great Western Academy aims to equip each student with the necessary skills of entrepreneurship and knowledge of enterprise for the world of business. It is our mission to inspire students to be effective leaders and be able to make informed decisions in the best interest of all stakeholders to achieve success and ethical practise.

We aspire to demonstrate the importance of literacy and numeracy skills in context to the competitive business environment, encouraging each individual to strive to develop these skills and their application. Our curriculum will encourage students to analyse and evaluate ideas and concepts in a range of different contexts from KS3-KS5. The Business Studies curriculum will advocate creativity, teamwork and leadership through independent learning and creative projects which will empower each pupil to motivate one another and create products, marketing resources and business plans fit for the increasingly globalised world

Each Business Studies student will be equipped with the ability and knowledge to managing their own enterprise or make a lasting impact in a role within an established business.

We are passionate in our support of the school's overarching vision; for students to be ACE. We focus on Achievement, supporting students to make rapid progress from each starting point; on Care, encouraging students to lead happy, safe and successful lives – particularly through their understanding of the challenges faced in the modern world; and on Excellence, supporting students to be truly aspirational and to achieve more than they first thought possible.

### **Key Stage 3:**

Students at Great Western Academy have the unique opportunity to 'trial' Business Studies as an option in Year 9 before choosing their final GCSE options. This broadens our curriculum and enables students to make the right choices as they enter Key Stage 4.

Our Year 9 pupils are introduced to key business concepts and begin developing the skills required to succeed at GCSE and A-Level. The taster curriculum focuses heavily on understanding basic concepts and applying these through innovative projects. Numeracy and literacy are embedded into the learning throughout each theme. The key themes studied in Year 9 are:

- An introduction to the Economy
- Business Tycoon
- Financial Objectives
- Branding
- Marketing
- The £5 Project

The Business Studies department is committed to supporting whole school Enterprise Skills. We have planned into our schemes of learning explicit teaching of 'Skillsbuilder' steps across these themes – Teamwork, Leadership, Creativity, Problem Solving, Listening and Presenting.

Skill	An introduction to the Economy	Business Tycoon	Financial Objectives	Branding	Marketing	The £5 Project
Teamwork						✓
Leadership		✓				
Creativity		✓		✓	✓	
Problem Solving			✓			✓
Listening	✓					
Presenting		✓				

#### **Key Stage 4:**

At Key stage 4, our students follow a curriculum that will prepare them for the Edexcel GCSE Business Studies qualification. The business environment is dynamic and complex. This justifies the need to provide a robust and exhilarating business curriculum at GCSE level that is theoretically and practically apt for the global business environment. At GWA we go beyond the Edexcel specification to not only develop key knowledge, understanding and enterprise skills, but we aspire to make every student confident in adapting to the challenges caused by the modern world. Students will learn within the context of both small and large business organisations in context to the local area as well as nationally and globally. The key themes studied in Year 10 and Year 11 are:

- Enterprise and entrepreneurship
- Spotting a business opportunity
- Putting a business idea into practice
- Making the business effective
- Understanding external influences on businesses
- Growing the business
- Making marketing decisions
- Making operational decisions
- Making financial decisions
- Making human resource decisions

Whilst studying these themes, students will learn how to explain key concepts, problem solve using calculation skills, analyse, justify business decisions and evaluate the success of businesses and the impact of decisions made by a range of businesses.

#### **Key Stage 5:**

In Sixth Form our students study the AQA A Level Business qualification. The course allows students to continue their study of business from Key Stage 4, but also gives opportunity to begin studying business for the first time. The AQA course allows both groups of students to make good progress. At A Level, our intention is to continue to develop a deep passion and enthusiasm for Business in all students. The course will ensure all students acquire deep knowledge of the subject and are supported to reach maximum academic potential.

The AQA course also allows students to develop numeracy, literacy and oracy through the business curriculum, making them well placed to study at Higher Education or to enter the professional working environment. The course is structured around the following units:

- What is business?
- Managers, leadership and decision making
- Decision making to improve marketing performance
- Decision making to improve operational performance
- Decision making to improve financial performance
- Decision making to improve human resource performance
- Analysing the strategic position of a business
- Choosing the strategic direction
- Strategic methods: how to pursue strategies
- Managing strategic change

Whilst studying these units, students will develop their abilities learnt in Key Stage 4 and will be able to critically analyse and evaluate concepts, ideas and decisions made by a range of businesses.

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## **IMPLEMENTATION:**

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Each scheme of work is designed to outline what we teach to ensure the intent of our curriculum is delivered across each key stage.

Our schemes of learning include:

### **Long term overviews:**

- Interleaving of prior learning
- Topic outline summarising key content

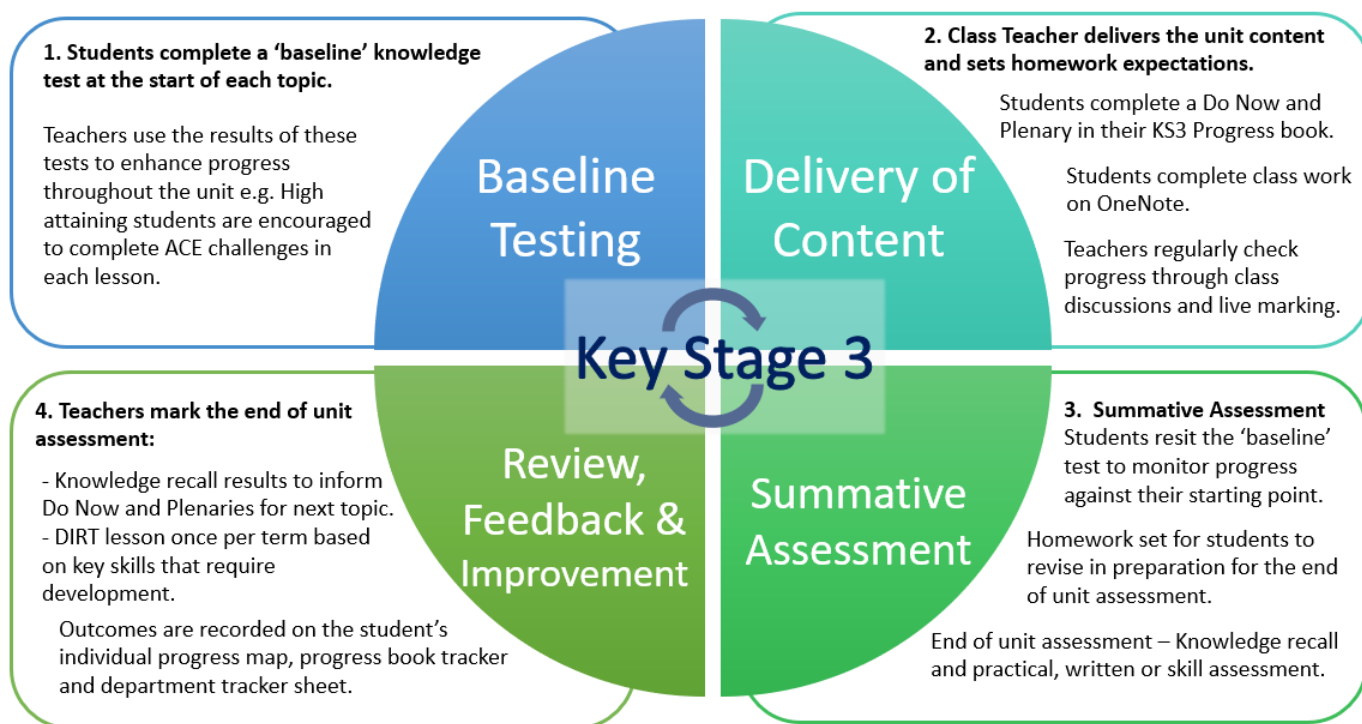
### **Medium term plans:**

- Root enquiry and key enquiry questions
- Key Knowledge, Skills and Understanding (delivered through know, apply, extend learning objectives/outcomes)
- Duration
- Planned assessment of student progress and impact of taught curriculum
- Assessment and improvement opportunities (DIRT)
- SMSC
- Literacy and Numeracy
- Opportunities to extend learning
- Enterprise skills
- Appropriate challenge and differentiation opportunities

### **Assessment Cycle and Feedback Policy:**

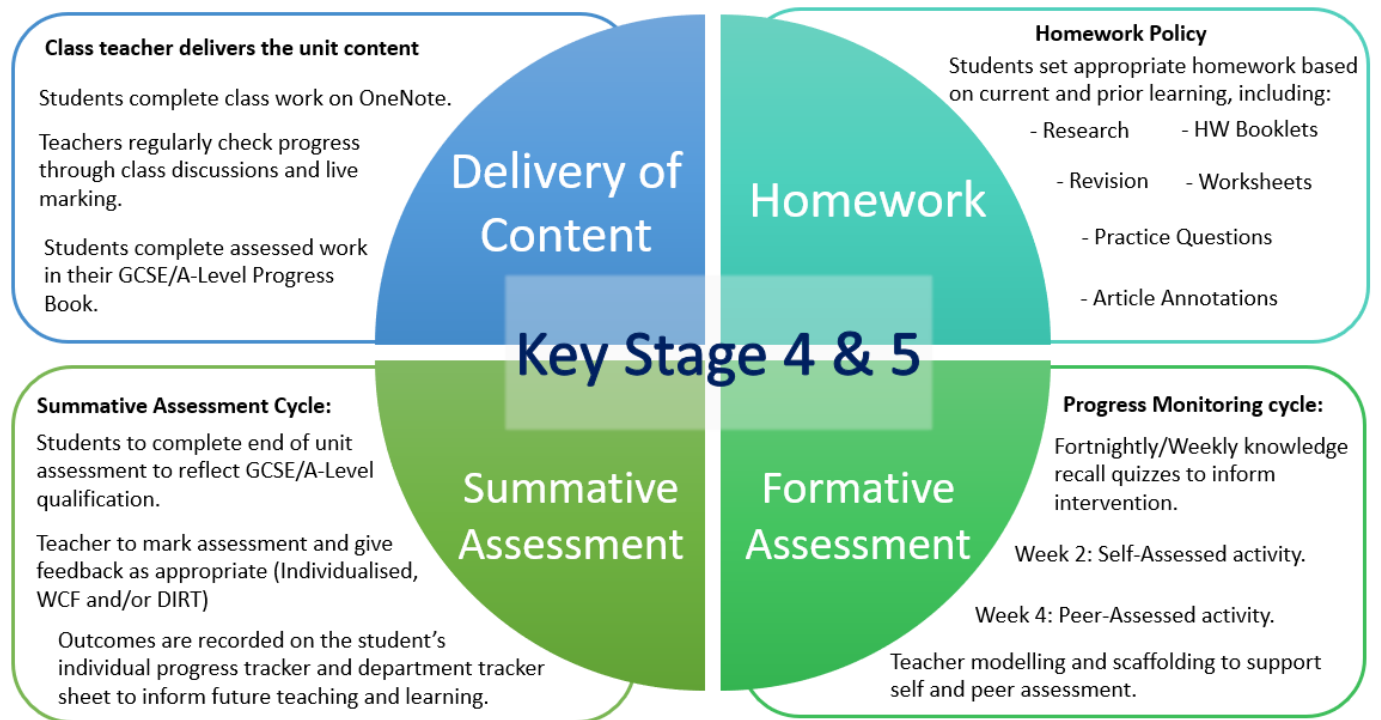
- **Key Stage 3:**

The Business Department is dedicated to high quality teaching and learning. The assessment and feedback cycle below outlines the implementation of our curriculum to ensure maximum impact on student progress in Key Stage 3.



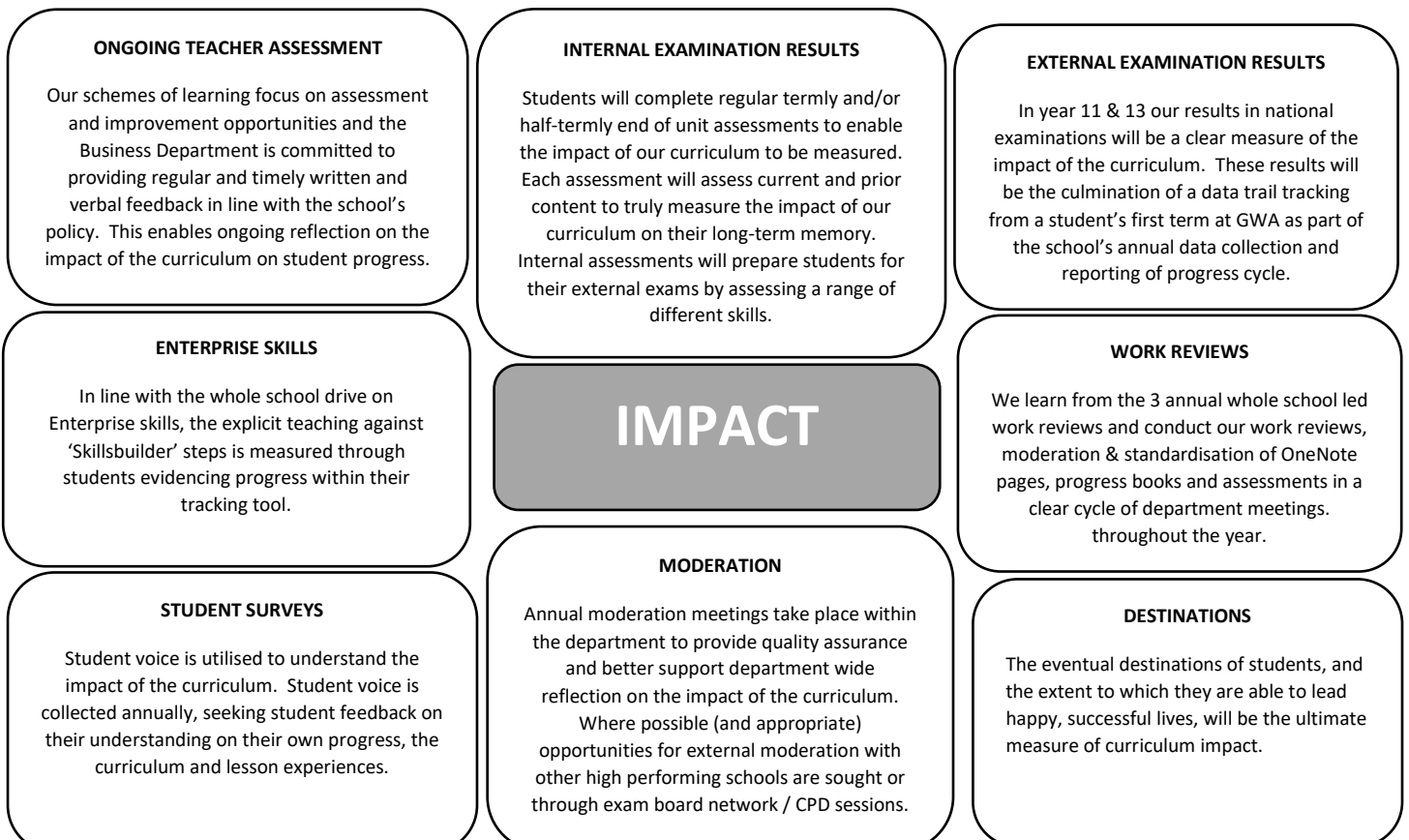
- **Key Stage 4 and 5:**

The Key Stage 3 assessment and feedback cycle feeds into that at Key Stage 4 and 5. Where student progress is monitored, again to secure maximum progress in each individual student. Homework is purposeful and feedback is regular and effective.



**IMPACT:**

All Business Studies students will have made progress with their knowledge and understanding of business and will be confident in applying their enterprise skills in a range of concepts. Students will be able to analyse and evaluate and will be equipped to continue their career as aspiring and developing entrepreneurs.



Read the Department Improvement Plan for Business, Computing and Economics for more information.