

# Business Studies Department Curriculum Statement 2020-21

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## INTENT

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The teaching of Business Studies at GWA aims to develop all students knowledge and skills through the coverage of a range of business units. These will build to give each pupil confidence in the way in which a business can grow, from an initial idea or concept, into a successful and thriving business operation. Study across key stages 3, 4 and 5 will focus on developing students awareness and use of key concepts and terminology and being able to apply their understanding to real world business examples and scenarios. The robust business curriculum provides students with the knowledge and skills they require to be able to go on to study at a higher level and be ready for the business and management working environment.

We are passionate in our support of the school's overarching vision; for students to be ACE. We focus on Attainment, 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

At GWA Business is an optional subject in Year 9. The aim of the curriculum in Year 9 is to prepare the students for the GCSE course by ensuring they have a core foundation of knowledge in the key concepts of business studies. We will do this through the study of five main topics:

- Finding out about local businesses
- An introduction to marketing
- Branding a product
- The business environment
- An introduction to finance

### Key Stage 4

At Key stage 4 our students follow the Edexcel GCSE Business 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 Edexcel course allows the business curriculum to develop key enterprise skills alongside their understanding of business concepts so they can become confident in adapting to the challenges caused by the modern world.

Students will learn within the context of both small and large business organisations. The course is structured around the following topics:

- 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

## 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

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## IMPLEMENTATION

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Schemes of learning are 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:

- Clear links to prior learning (Y7 linked to KS2, Y7 to Y8 and so on)
- 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

## IMPLEMENTATION

	KEY STAGE 3	KEY STAGE 4		KEY STAGE 5	
	Year 9	Year 10	Year 11	Year 12	Year 13
<b>Knowledge</b>	What is a business - Different types of businesses - Customer Needs - Market Segmentation - Marketing Mix – Branding – Competition - SWOT Analysis - Aims and Objectives - Forms of business ownership - Costs, Revenue and Profit	The dynamic nature of business - Enterprise - Risk and reward - The competitive environment - The options for start-up - Aims and objectives - Business plans - Technology and business - Customer needs - Market research - Market segmentation - Business location - The marketing mix - Organisational structures - Recruitment - Training and development - Motivation	Business operations - Working with suppliers - Managing quality - The sales process - Revenues, costs and profits - Cash flow - Sources of business finance - Business calculations - Understanding business performance - Business Growth - Business and globalisation - Business stakeholders - Legislation and business - The economy and business	What is Business? Managers, Leaders 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 a strategic direction Strategic methods: how to pursue strategies Managing strategic change
<b>Recurring Skills/ Themes</b>	Know, Apply, Extend	<b>AO1:</b> Demonstrate knowledge and understanding of business concepts and issues - 35% <b>AO2:</b> Apply knowledge and understanding of business concepts and issues to a variety of contexts - 35% <b>AO3:</b> Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions - 30%		<b>AO1:</b> Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues. <b>AO2:</b> Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues. <b>AO3:</b> Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences. <b>AO4:</b> Evaluate quantitative and qualitative information to make informed judgements and propose evidence-based solutions to business issues.	
<b>Personal Development</b>	Enterprise Skills Understanding of the business environment and the workplace	Pupils research a variety of organisations and job roles throughout the course Marketing investigation on the impact of Branding – research skills Can be linked to the GWA Careers Programme Application of knowledge and reflection on Work Experience Presenting to an audience	Pupils research a variety of organisations and job roles throughout the course Analysis of real business data and information to support the finance unit	Business in the News Journals Pupils research a variety real life business examples throughout the course Relevant and current example are used to support teaching and develop cultural awareness Y12 Work Experience is an opportunity to reflect on what has been learned Market research project in Y12	
<b>Assessment</b>	Ongoing class and homework assessment End of topic assessments Research projects Presentations End of year assessment	Ongoing class and homework assessment End of topic assessments for each topic An initial numeracy assessment to look at transferable maths skills Marketing investigation Mock exams	Ongoing class and homework assessment End of topic assessments for each topic Mock exams Practice exam questions	Ongoing class and homework assessment Initial numeracy assessment End of topic assessments for each unit Mock exams	Ongoing class and homework assessment End of topic assessments for each unit Mock exams Revision assessments Past paper / PEQ assessments

## IMPACT

Students will develop a detailed understanding of the key functional areas of a business. They will understand how businesses grow and the impact of business on the individual and wider society. Students will be able to apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts. GCSE business students will develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems. Students will develop as effective and independent students, and as critical and reflective thinkers with enquiring minds.

A level business will provide students with an enthusiasm for studying business. They will gain a holistic understanding of business in a range of contexts and will develop a critical understanding of organisations and their ability to meet society's needs and wants. From studying this course students will generate enterprising and creative approaches to business opportunities, problems and issues and be aware of the ethical dilemmas and responsibilities faced by organisations and individuals.

### ONGOING TEACHER ASSESSMENT

Our schemes of learning focus on assessment and improvement opportunities and the History Department is committed to providing regular and timely written and verbal feedback in line with the school's policy. This enables ongoing reflection on the impact of the curriculum on student progress.

### EXTERNAL EXAMINATION RESULTS

At KS4 and 5, our results in national examinations will be a clear measure of the impact of the curriculum. These results will be the culmination of a data trail tracking from a student's first term at GWA as part of the school's annual data collection and reporting of progress cycle.

### INTERNAL EXAMINATION RESULTS

Students undertake three key assessments against GCSE success criteria in each year 7-9. At KS4 and 5, assessments are termly. On each occasion, teaching staff evaluate the impact of the curriculum by assessing student progress against stated learning objectives. Formal exams are conducted at the end of each year, offering a further opportunity to assess student progress and make judgements about the impact of the taught curriculum.

### ENTERPRISE SKILLS

In line with the whole school drive on Enterprise skills, the explicit teaching against 'Skillsbuilder' steps is measured through students evidencing progress within their tracking tool, with the department leading on chosen skills in each year.

## IMPACT

### STUDENT SURVEYS

The Business department surveys students in all year groups annually, seeking student feedback on the effectiveness of the taught units from a learner point of view and harvesting student voice to ensure the curriculum is kept lively, engaging and relative.

### MODERATION

Annual moderation meetings take place within the department to provide quality assurance and better support department wide reflection on the impact of the curriculum. Where possible (and appropriate) opportunities for external moderation with other high performing schools are sought.

### WORK REVIEWS

We learn from the 3 annual school work reviews and conduct our own moderation of exercise books and assessments in a clear cycle of department meetings throughout the year.

### DESTINATIONS

The eventual destinations of students, and the extent to which they are able to lead happy, successful lives, will be the ultimate measure of curriculum impact.

Read the department annual Curriculum Impact Report for more information