

BUSINESS STUDIES – CURRICULUM INTENT

ASPIRE – CHALLENGE - ACHIEVE

Business Studies supports learners in the development of desirable employability skills, allowing students to smoothly transition from an educational setting to a professional work environment through the cultivation of transferable skills including teamwork, problem solving, independent learning and communication skills, whilst instilling confidence in our students to make themselves stand out in a competitive working environment; we want learners to ‘think and act like a leader’.

Business Studies enables learners to develop as critical and reflective thinkers with enquiring minds – using a logical, strategic and enquiring approach to make informed judgements, constructing well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.

Students explore key business concepts including the risks and rewards of starting and running a small business – focusing on the exploration of entrepreneurial skills and characteristics, and then examining how a business develops beyond the start-up phase, growing into national and/or global businesses. Students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Learners will develop an understanding of business activity through interactions between functional areas such as business operations, finance, marketing and human resources.

In addition to developing students’ verbal communication skills through debate and presentation of key concepts, a core principle of the department is that of improving literacy skills. It is vital for students to effectively comprehend case studies, analyse forms of evidence in order to consider different points of view before coming to their own reasoned conclusion. The development of these literacy skills are embedded into schemes of learning and are frequently assessed in various formats. Quantitative skills, including financial calculations, statistical analysis skills and interpretation of financial statements are also a significant area of focus, to ensure students are equipped with the skills required to analyse and interpret financial information.

BUSINESS – CURRICULUM MAP

Key = Matching colours denote links between topics either in content or skills across Key Stages

	EXPLORING ENTERPRISE		BUSINESS PLAN
	MARKETING		BUSINESS FINANCE
	EXAM SKILLS		HUMAN RESOURCES

Y10 AQA GCSE BUSINESS (2023 – 2025)

		1	2	3	4	5	6
Key Stage 4	Year 10	Entrepreneurship & Spotting a Business Opportunity	Putting a business idea into practice	Making the business effective	Understanding External Influences on Business	THEME 1 REVISION & MOCK EXAM	Business Growth
	Year 11	Marketing Mix Making Operational Decisions: Production & Quality	Making Financial Decisions: Profit and Performance	Making Human Resource Decisions: Recruitment, Training & Motivation	THEME 2 REVISION & MOCK EXAM	FINAL REVISION & EXTERNAL ASSESSMENT	

By the end of KS4 learners will have developed as enterprising individuals, with the ability to think commercially and creatively to demonstrate their business knowledge and understanding – drawing on evidence to make informed business decisions and solve problems.

Y11 BTEC Tech Award in Enterprise (2022 – 2024)

			1	2	3	4	5	6
Level 2: Key Stage 4	Year 10	CORE	Component 1: Characteristics of Enterprise	Component 1: Explore market research + Factors contributing to success	Component 1: Mock Assessment EXPLORING ENTERPRISES SAMPLE PSA	Component 1: Controlled Assessment (Feb PSA)	Component 2: Ideas and Plan micro-enterprise	Component 2: Pitch a micro-enterprise
		COMP	Researching Enterprises ET: Application & Explanation	ET: Analysis & Evaluation Skills	ET: Reading and Responding to PSA brief & Report Presentation & Referencing		ET: Describe & Explain + Financial Calculations	ET: Presentation Skills + Self-Review
	Year 11	CORE	Component 2: Mock Assessment BUSINESS PLAN SAMPLE PSA	Component 2: Controlled Assessment (Oct PSA)	Component 3: Learning Aim A + B	Component 3: Learning Aim B + C	Mock Assessment SAMPLE PSA + Component 3: External Exam (May)	
		COMP	ET: Reading and Responding to PSA brief & Report Presentation & Referencing		ET: Analysis & Evaluation Skills	ET: Give, Calculate, Explain, Analyse, Evaluate		

By the end of KS4 learners will have developed their technical skills, such as market research skills, planning, marketing and financial skills using realistic work scenarios, and personal skills, (such as monitoring own performance, time management and problem solving) through a practical and skills-based approach to learning and assessment.

BUSINESS: WIDER CURRICULUM

KS4
Discussion of current and related news articles including those that focus on the Economy, Politics, National and Local Business News
<ul style="list-style-type: none"> • Lunch & After School intervention • April & May holiday revision sessions • Enterprise Club

BUSINESS STUDIES: SKILLS / KNOWLEDGE PROGRESSION BY THEMES

Skill base	Key Stage 4:
Characteristics of Business	Outline the basic characteristics of limited business types, and be able to explain the pros and cons of at least 2 forms of ownership.
Internal and External Business Environments	Outline how given internal and external factors can affect a business positively and negatively.
Market Research	Outline factors that need to be considered when conducting market research and be able to conduct basic market research to support their coursework.
Primary Research	Compose and conduct a basic questionnaire with limited consideration to factors that may affect their market research.
Secondary Research	Conduct secondary research online extracting basic key facts to support their coursework.
Business Planning	Write an in depth business plan with guidance. Clear application will be demonstrated in context of their given business with more able students being able to justify their plan in context of their business.
Pitching and Presenting	Design an individual pitch for their business idea using power point and be able to pitch their idea in a clear, concise and effective manner. Students will demonstrate their ability to handle questioning on their pitches, by giving suitable answers.
Human Resources	Conduct a basic skills analysis on themselves to recognise their strengths and weaknesses with some application to their coursework.
Recruitment	Role plays to demonstrate the characteristics of a 'good interview' and contrast this to a 'bad interview'.
Finance	Conduct basic business finance with limited analysis and evaluation spanning a range of financial documents.