

Curriculum Statement of Intent for Business Studies KS4

Purpose of Study

It is the vision and aims for the Business Studies subject area to provide opportunities through a rigorous, well sequenced and relevant curriculum to develop commercial minded and enterprising individuals. Business Studies should enable pupils to:

- Know about entrepreneurs – some well-known and other more local and less well known.
- Understand what makes a successful entrepreneur.
- Develop an awareness of their enterprise capabilities so that they are able to consider owning their own business as an alternative career path. They should also be equipped with the employability skills needed for the changing world of work and entrepreneurship.
- Meet with adults other than teachers to have real life examples and knowledge about business in the real world therefore challenging and enriching the pupils' vocational opportunities.
- Develop knowledge and understanding of business and economic concepts and terms.
- Develop knowledge and understanding of their role in business and as a wider part of society and the economy.
- In addition to learning about business theory and calculations, pupils will be required to consider the health, social, moral and ethical issues surrounding business decisions and the impact that businesses can have on a wide range of stakeholders.
- Develop an interest in current business and economic affairs by reading widely around the subject in newspapers and magazines, as well as watching business related television programmes.

Core concepts and principles of progression

The Business Studies curriculum is highly ambitious and designed to give all pupils the necessary knowledge and skills they need to live in the business orientated world in which we live. It has also been designed to prepare pupils who wish to pursue both academic and vocational Level 3 courses in business and related areas for those who wish to begin an apprenticeship in the field of business.

The Business curriculum is planned to develop knowledge and understanding of financial literacy. Pupils have opportunities to develop their financial awareness and to master the skills needed to analyse and interpret financial documents.

Pupils are expected to be able to talk and write knowledgeably about business, enterprise and the economy, using subject specific language accurately and confidently. They should be able to utilise Business specific skills such as making links between different units of work; analysing and interpreting business case studies and understanding financial information and language.

The curriculum is coherently planned and sequenced over 2 years in order to introduce key ideas and the concepts, skills and terminology of the business world. Pupils learn about what an enterprise is, and a number of entrepreneurs. This supports cultural capital. Pupils use their knowledge and skills to plan a new enterprise and product selection and pitch their idea. There is a clear logic to the sequencing as to what is taught, and the order in which it is taught to ensure all pupils learn the expected/essential Business Studies key knowledge and skills.

Pupils are expected to be able to use subject specific language to write and talk about the different areas of Business and the economy. Tier 2 and 3 vocabulary is explicitly taught and modelled by teachers. Pupils are expected to use technical language in both oral and written answers.

Aims/Outcomes

Teaching in Business Studies ensures that pupils are enabled to remember work for the long term. Both formative and summative assessment are used at different stages throughout the curriculum to assess the knowledge and understanding of the pupils, not only subject knowledge but their understanding of what each type of exam question response requires them to do. This is used to monitor pupil progress and inform future learning.

Pupils complete work individually, and also develop their enterprise capabilities by working in pairs and small groups. They also have to conduct research with adults in order to find out real examples of the content we are covering. Through the use of documentaries, the content of the course is also covered.

Tests taken at the end of units of work and through the Year 10 and 11 exams allow pupils and teachers to gain a more holistic understanding of if pupils understand the content and can apply this understanding to the case studies.

By the end of Year 11 pupils will be aware of the main types of business ownership and the work done by the main functions in a business: Finance, Human Resources, Marketing, and Production. They will also be aware of the impact of the external business environment and more modern themes such as ethics and sustainability. They are able to identify, explain, analyse and evaluate the different areas of the curriculum.

After pupils have completed their Business Education, they leave much more informed about the world in which they live. They are able to offer better informed opinions on their future based on the development of their commercial minds and the enterprise capabilities they have developed.