

# Curriculum Intent Statement for Business Studies

## Intent

The Business Studies curriculum is designed to build entrepreneurship and encourage pupils to become risk takers.

We aim to inspire students to be ambitious and start their own businesses by creating practical and engaging lessons where they learn to analyse financial information, make operational and human resource decisions and create marketing strategies to develop their entrepreneurial skills. The department hopes to broaden student experiences through trips, guest speakers, clubs, and reading resources.

## Implementation

### Primary and KS3

Business studies is a GCSE subject and is therefore not taught at this level. Opportunities are however taken where appropriate to develop student's enterprise awareness and skills.

### KS4

KS4 follows the EDEXCEL exam board specification and is taught in mixed ability groups over 6 hours per fortnight. Business studies is delivered at years 10-11.

The holistic teaching of our lessons reflects the collaborative way businesses in the real world work and ensures students gain a clear understanding of each department's role. Students will consider the practical application of business concepts. The units provide opportunities to explore theories and concepts in the most relevant way, through the context of events in the business and economic world. The knowledge and skills gained from Business will provide students with a firm foundation for their future career.

#### Assessment Breakdown

- 100% Exam – EDEXCEL Exam Board, No Controlled Assessment
- Paper 1: Business Activity, Marketing and People (1 hour 30 minutes) – 50 %
- Paper 2: Operations, Finance and Influences on Business (1 hour 30 minutes) – 50 %

#### Units and Topics Covered in Year 10

##### Business Activity

- The Role of Business Enterprise and Entrepreneurship
- Business Planning
- Business Ownership
- Business Aims and Objectives
- Stakeholders in Business
- Business Growth

##### Marketing

- The Role of Marketing
- Market Research
- Market Segmentation
- The Marketing Mix

##### People

- The Role of Human Resources

- Organisational Structures and Different Ways of Working
- Communication in Business
- Recruitment and Selection
- Motivation and Retention
- Training and Development
- Employment Law

#### Units and Topics Covered in Year 11

##### Operations

- Production Processes
- Quality of Goods and Services
- The Sales Process and Customer Service
- Consumer Law
- Business Location
- Working with Suppliers

##### Finance

- The Role of The Finance Function
- Sources of Finance
- Revenue, Costs, Profit and Loss
- Break-Even
- Cash and Cash Flow

##### Influences on Business

- Ethical and Environmental Considerations on Business
- Economic Climate
- Globalisation

## Enrichment Opportunities

The nature of the subject taught in the department allows plenty of opportunities for students to learn outside the formal classroom environment. We also offer a range of educational visits and invite speakers from different industries to help their career choices after they complete their course.

## Supporting your Child

<https://ocr.org.uk/qualifications/gcse/business-j204-from-2017/> : the awarding body for GCSE Business Studies – containing advice and past papers and mark schemes

[www.bbc.co.uk/gcsebitesize](http://www.bbc.co.uk/gcsebitesize): knowledge and revision, plus links to many good Business Studies websites

[www.bized.co.uk](http://www.bized.co.uk): for students of Business Studies

[www.tutor2u.net](http://www.tutor2u.net) : For advanced students of Business Studies

## Where could Business take you next?

Possible careers in Business can be – Business Consultancy, Construction, Hair & Beauty, Ecommerce, Landscape Gardener and more!