



BUSINESS CURRICULUM INTENT

HGCSC Mission

Exceptional education for every child, every day

BUSINESS STUDIES

Department curriculum intent

As teachers of Business Studies, we aim to develop future entrepreneurs, managers and economists whom are able to Problem solve, Critically Think and understand and conduct effective analysis in multiple areas of the Business World.

CURRICULUM AIMS

PROBLEM SOLVERS	ANALYSTS	CRITICAL THINKERS	WIDER COMPUTING WORLD <small>(Including responsibilities and Opportunities)</small>
<p>We aim to give pupils the opportunity to problem solve at all levels. This includes mastering skills in developing and identifying effective marketing strategies, provide financial solutions, and recognising economic occurrences that require effective solutions. We want pupils to confidently link these skills to other areas of education and employment.</p>	<p>We aim to develop pupils ability to analyse existing SME's alongside their own entrepreneurial ideas. This includes developing pupils ability to balance arguments, provide evidence based research and suggest realistic solutions to business and economic problems.</p>	<p>We aim to develop pupil's independence in linking ideas and concepts in and out of the classroom. This includes recognising the financial position of specific businesses, providing extended responses when questioned about these, and the ability to self evaluate suggestions.</p>	<p>We aim for pupils to be explicitly aware of the links between their study and employment both in and out of the Business industry. We aim for pupils to be advocates of ethical and legal business practice and uphold safe online conduct at all stages of education and employment.</p>

2 YEAR PLAN

Give an overview of what your curriculum will achieve (in the classroom and through enrichment opportunities):

Pupils in Y10 have the option to select the BTEC Business Enterprise course.

In Y10 pupils will be exposed to expectations in question level response from the beginning of the year, this will allow them the opportunity to apply knowledge in the correct way in order to maximise exam and controlled assessment performance.

Y10 Content will be focused around the analysis of existing businesses, the entrepreneurs behind these businesses and the financial and economic issues they are potentially facing. Pupils will develop their skills in problem solving, analysis and critical thinking by delving into these businesses and coming up with appropriate solutions and actions to move forward.

Pupils in Y10 will also begin investigating effective marketing and advertising strategies by developing knowledge on the purposes of researching and segmenting the market. Pupils will learn how to apply this to given scenarios and extended answer questions.

Pupils in Year 11 will use knowledge gained from year 10 in order to apply it to their own chosen enterprise idea. This will involve pupils going through each stage of setting up an enterprise, developing a realistic business plan, and presenting this to a select group of stakeholders. This will also include learning how to develop financial documents, charts and statements and analysing those of other enterprises. This has clear cross curricular links with the Mathematics curriculum, which will enable pupils to develop cross curricular skills. Knowledge gained here will also be applied to the written assessment aspect of the qualification which develops pupils ability to apply this knowledge in multiple ways. This will enable pupils to continue developing their skills in problem solving, critical thinking and analysis.

SKILLS

Main skills pupils will learn and develop over the curriculum:

- To be digitally literate (Including the ability to use appropriate digital software and hardware to complete a task)
- To evaluate, critique and assess key Business issues
- To work independently and collaboratively on given projects
- To decompose and provides solutions to multiple problems independently
- To build resilience and reduce the fear of failure when suggesting ideas and providing solutions
- To recognise the difference between appropriate and inappropriate use of technology
- To become confident in understanding business and economic positions

KNOWLEDGE

Main subject knowledge pupils will learn and develop over the curriculum:

- Pupils will know a wide range of subject specific vocabulary (tier 3) and be able to use and recognise it accurately
- Pupils will be able to use Tier 1 and 2 vocabulary appropriately in a Business and Economic context
- Pupils will understand key business processes and the reasons why these are conducted
- Pupils will develop and remember knowledge of key Business concepts using recall that builds on prior learning and scaffolds their understanding
- Pupils will develop knowledge of key Business terminology and be able to apply this knowledge to given case studies, Scenarios, and extended response questions
- Pupils will have knowledge of Enterprises that vary in size, sustainability and purpose