



Statement of Intent

Every subject maximises the potential of each student, enabling them to become successful learners, confident learners and responsible citizens. We will ensure that all students are well prepared for life and work and are keen to make a positive difference to the world they live in.

Business Studies

Intent

The Computing and Business faculty offers a varied curriculum providing students with lots of opportunities to develop both academically and personally. We offer an up to date, relevant, vocational course at Key Stage 4 which is underpinned by a wide variety of business-based activities in Key Stage 3. Students are provided with opportunities to gain and enhance vital employability skills through the PD and tutor programs. By allowing students to actively engage in a variety of learning experiences, we hope to support all students to develop into well-rounded individuals with a clear understanding of the local employment opportunities and opportunities for entrepreneurship.

Skills

The main foci of the department is the core employability competencies. All lessons across the business curriculum are carefully planned and facilitated to engage all learners in Business and Entrepreneurship whilst embedding core skills and knowledge. Each learner is supported to develop an understanding of specific key terms which are deep-rooted throughout schemes of learning. The main skills involved are the ability to explain, analyze and justify their decisions in context of a set business. These are highly transferable and can be adapted for a wide variety of contexts.

Purpose of Study

We aim to instill skills and knowledge that will help students in further education and work, through learning directly about how businesses operate and practicing key entrepreneurial skills in several contexts. They will learn how to be effective communicators in both written work and through presentations. Our course meets the needs of our students through an engaging and challenging curriculum. We will review the course annually through analysis of results.

Aims

The business curriculum aims to teach an understanding of:

- the inter-dependent nature of business activity, influences on business, business operations, finance, marketing and human resources, and how these interdependencies underpin business decision making
- how different business contexts affect business decisions
- The use and limitation of quantitative and qualitative data in making business decisions. Business Studies requires students to draw on the knowledge and understanding to:
- use business terminology to identify and explain business activity

- apply business concepts to familiar and unfamiliar contexts
- develop problem solving and decision-making skills relevant to business
- investigate, analyze and evaluate business opportunities and issues
- Make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills.

Assessment

Students are assessed in their understanding of a topic throughout the delivery of that topic until the time of the NEA. Once NEA is started, there are limited options for students or teachers to gain or provide feedback that can be acted on. This is why it is critical to carry out as much formative assessment prior to the NEA starting. Mechanisms for assessment vary according to the unit of work, but Moodle is the primary vehicle for assessment and any gaps in knowledge are quickly identified before NEA starts.

Rationale

The key stage 4 business curriculum is punctuated with a variety of coursework moderation dates which dictate to some degree the sequence of the course delivery. Students spend a large portion of the first term familiarising themselves with the function of business, enterprise and marketing. Once familiar students will carry out primary and secondary research, evaluate market pressures, pricing strategies and other critical path factors in starting a business. This design of a business proposal comprises the first unit of coursework and is also preparation for the examination which follows. The final piece of coursework looks at brand design, marketing and pitching a business proposal which students deliver to their teachers and other staff members of the business community.