

Business Studies

Curriculum Aims

The purpose of the Business Studies curriculum:

The Purpose of the Business Studies is to equip students with a comprehensive business knowledge and appropriate skills needed to develop their entrepreneurial and employability skills, which allows them to identify business problems and opportunities. Students are also equipped with the knowledge of the global market, external influences and both micro and macro business environment. This is achieved through quality teaching, which ensures students understand underlying Business theories which they can apply to a variety of familiar and unfamiliar case studies using and relating with real life businesses. Through the curriculum and teaching, students can develop their analytical and evaluative skills to relate with different business situation, demonstrating good understanding of business behaviours and operations. We want students acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis. They apply numerical skills in a range of business contexts. Our students can think analytically, reach logical conclusions based on data, and make judgements on future changes to markets and the economy, with the understanding of how bigger business issues impact on their daily lives.

Here we explore the John Roan curriculum principles in the context of the Business Studies curriculum:

- **Entitlement:** The business curriculums is developed into three components key stage 4 and four themes at key stage 5. Through the contents Students can build knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work in relation to the market conditions, the immediate business environment, and the global market. Students are encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions.
- **Coherence:** The Business curriculum is sequenced according to components and themes which allows student to develop basic business concept to more complex business concept as they progress in their learning. Key stage 2 is sequenced from students learning about entrepreneurship to starting small business and all the business concept and elements of running a small business in year 10. This is further developed into creating a micro enterprise and expanding the business with a global perspective. Key stage 5 is also sequenced through the themes from theme 1 – 4, starting with the market, demand and supply concept within the market, marketing mix, and customer service. This further progresses into managing people within the organisation, entrepreneurship, and leadership style in business organisation. This is followed by business finance, resource management and external influences. Theme 3 allows students to learn more about core business operations such as business objectives and strategies, business growth and decision-making techniques, assessing competitiveness and change management. This is followed by theme with relates to globalisation. The sequence of the curriculum allows students to have a good grasp of the comprehensive knowledge of business operations
- **Mastery:** Core analytical and evaluative skills development is embedded into the teaching and learning of the subject from the beginning and all through each lesson. This is tested through the question-types students relate with and need to develop knowledge and ability for in relations to their exams. Students learn key terms of the individual topical areas covered, and revisit prior learning from previous topics and themes which they can relate to and contextually apply to business situations through real life case studies, with opportunities to access model answers which allows them to develop and master their own knowledge and understanding of the subject, thereby applying this knowledge to solve business problems
- **Adaptability:** The curriculum is in line with the Pearson Edexcel specification with a focus on examination success. This is constantly reviewed and adapted to suit the needs of the learners with various learning material used and adapted for teaching and learning. Past and current real life business situation are adapted to teach various business concepts to enrich students understanding and application. Each lesson is adapted to cater for the needs of the learners in lesson.
- **Representation:** Students learn about various business environment in relation to the individual culture of the business environment
- **Education with character:** Through the curriculum, students learn to appreciate various cultural settings and values as it relates to the business and global environment. Students learn about ethical behaviour and social responsibility through CSR, having a better understanding of legal requirements in relations to Business environment and taxes. The curriculum enables students to develop good logical thinking skills, rational assessment of business situation and environment, impact of external influence and personal monetary and financial management skills which can be applied to their personal and daily lives. Students are more made aware of current issues within their environment and the global world.



Enterprise KS4

Business Studies KS5

Key



Mid-Year Assessments



End of Year Assessments

