

Curriculum Intent Framework



Subject:	Business studies
Subject Curriculum Vision:	We aspire to develop the key knowledge and skills to be an effective, ethical entrepreneur. Pupils will aim to be the best version of themselves by gaining the knowledge and practical skill of all aspects of business whilst enabling them to implement this learning in a positive way that provides opportunities for the wider community and themselves.

Core Subject Values:

Dignity and Respect	Business aims to help students to demonstrate dignity and respect as they explore the workings of the business world and how they are influenced by, as well as affect, the wider society. This means engaging in respectful conversation and debate surrounding key business concepts and their relevance in today's global society. We seek to develop pupils' respect for the skills but also the social responsibilities in conducting effective business. Through respectful conversation, and exchange of ideas we aim to enable pupils to develop their own ideas for responsible business practices.
Wisdom, Knowledge and Skills	Business aims to help pupils develop the understanding that successful business consists of many complex decisions which can have positive and negative effects on a range of different people. We aim to help pupils gain the wisdom to understand these considerations when they make responsible business decisions. We aim to enable students to develop a wide spectrum of knowledge in all business areas through an understanding of key concepts and models across a range of functional business areas. Students will gain fluency in this knowledge to be able to apply it to a range of business scenarios. Business allows pupils to gain proficiency in a wide range of essential business skills and techniques allowing them to feel confident that their contributions are accurate and robust. Students will learn both the hard skills of fundamental financial and management whilst also developing their soft skills such as respectful negotiation and articulating their ideas with clarity.
Hope and Aspiration	Students will develop a wide range of business management skills to enable them to identify the challenges a business faces. In this way we encourage pupils to develop the resilience and hope required to overcome these challenges and grow a successful business. Through delivery of the curriculum students will be exposed to a range of functional areas of business and in and in doing so introduce the career opportunities associated with them. Using extra-curricular enrichment activities pupils will gain an understanding of a range of roles and the pathways to obtaining them.
Extra-curricular Provision	KS3 Enterprise club Partnership with Cheshire chamber of commerce

KS4

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<p><u>1)Entrepreneurship</u> Introduction to the role of enterprise in our society. Introduction to entrepreneurs, different types of businesses both in terms of ownership and structure. We will also look at how wider society influences businesses decisions.</p>	<p><u>2)Marketing</u> Marketing and how the knowledge of market types, use of market research understanding of the marketing mix can help develop and deliver a successful product.</p>	<p><u>3)Human resources management</u> Understanding the importance of effective staff management. To include recruitment, training, pay/remuneration and legal considerations. Also, the motivation of staff including the theories of Maslow, Herzberg, and Mayo.</p>	<p><u>4)Operations</u> Understanding the methods of manufacturing and production, the importance of quality, lean production, and outsourcing. Also Measuring customer service and working to make improvements.</p>	<p><u>5)Business growth</u> Understanding internal and external business growth as well as the challenges to each.</p>	<p><u>6)Business and enterprise funding</u></p> <p>Funding types: Understanding the various methods of short term and long-term funding available to a business to set up and aid growth.</p> <p>Financial terms documents and tools: Understanding financial concepts and essential financial documents.</p>
Year 11	<p><u>7)The External environment</u> understanding how external factors such as GDP, Interest rates, law, competition, tax, and trends may influence the day to day running and growth of a business.</p> <p><u>8)Business and enterprise planning & synoptic project</u> Understanding business research and the physical planning required for a business.</p>	<p>Synoptic project: Coursework completion (21 hours). Only one submission.</p>	<p>Synoptic project: Coursework completion (21 hours). Only one submission.</p>	<p>Synoptic project: Coursework completion (21 hours). Only one submission.</p> <p>Revision: Revisit year 10 topics. Use of in class retrieval and exam technique practice.</p>	<p>Revision: Revisit year 10 topics. Use of in class retrieval and exam technique practice.</p>	<p>Revision: Revisit year 10 topics. Use of in class retrieval and exam technique practice.</p>

KS5

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	<p><u>Unit 1: Exploring business.</u></p> <p>Assignments A and B completion. The features contributing to the success of contrasting businesses.</p>	<p><u>Unit 1: Exploring business.</u></p> <p>Assignments C and D completion. The effects of the Environment on a Business</p>	<p><u>Unit 1: Exploring business.</u></p> <p>Assignment E completion. The role and contribution of innovation and enterprise to business success</p> <p><u>Unit 2: Developing a marketing campaign.</u></p> <p>Topic A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign.</p>	<p><u>Unit 2: Developing a marketing campaign.</u></p> <p>Topic B Using information to develop the rationale for a marketing Campaign.</p>	<p><u>Unit 2: Developing a marketing campaign</u></p> <p>Topic C Planning and developing a marketing campaign</p>	<p><u>Unit 3: personal and business Finance</u></p> <p>Learning aim, A & B. The importance of managing personal finance the personal finance sector</p>
Year 13	<p><u>Unit 3: personal and business Finance</u></p> <p>Learning aim C & D. Understand the purpose of accounting and select and evaluate different forms of business finance.</p>	<p><u>Unit 3: personal and business Finance</u></p> <p>Learning aim E & F Break-even and cashflow forecasts. Complete statements of comprehensive income and financial position and evaluate a business's performance.</p>	<p><u>Unit 8: Recruitment</u></p> <p>Learning aim, A Examine how effective recruitment and selection contribute to business success.</p>	<p><u>Unit 8: Recruitment</u></p> <p>Learning aim B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p>	<p><u>Unit 8: Recruitment</u></p> <p>Learning aim C Reflect on the recruitment and selection process and your individual performance</p>	