

Stanborough



Curriculum Intent and vision for Business

Our vision for the 'Business' Curriculum at Stanborough is:

To equip students with the appropriate knowledge and skills needed to develop their employability and identify business problems and opportunities.

Grow and Succeed

High Expectations | Mutual Respect | Quality Learning | Success for All

Key Stage 4

What is your curriculum intent for Key Stage 4?

To deliver an engaging and inspiring two year course which will embed students with key skills and knowledge, making them ready for the world of work or to continue with their Business pathway at KS5 studying A Level Business, A Level Economics or the LBF Finance Diploma.

How does Key Stage 3 prepare students for Key Stage 4?

We do not offer Business at KS3 however students in Year 7 & 8 do experience aspects of Business through;

- Work Shadow Days
- Business guest speakers through the careers programme
- Tenner challenge
- Ad-hoc Business Enterprise projects
-

Year 10	Year 11
Theme 1 topics: - Topic 1.1 Enterprise and entrepreneurship - Topic 1.2 Spotting a business opportunity - Topic 1.3 Putting a business idea into practice - Topic 1.4 Making the business effective - Topic 1.5 Understanding external influences on Business - Dragons Den Project - Theme 1 revision - Past Papers / Mocks	Theme 2 topics: -Topic 2.1 Growing the business -Topic 2.2 Making marketing decisions -Topic 2.3 Making operational decisions -Topic 2.4 Making financial decisions -Topic 2.5 Making human resource decisions - Valentines Project - Theme 2 revision - Business calculation booklet - Past Papers / Mocks

Why do they study in that order?

Natural progression – students need to cover theme 1 before theme 2 due to contents e.g., in theme 1 students need to know how to spot a business opportunity first before learning how to grow the business which is covered in theme 2.

How do you ensure students embed knowledge? What do you revisit? When do you revisit it?

Each lesson we regularly revisit prior learning. This is demonstrated in the 'do it now / starter tasks'. The nature of the course and the topics covered require us to go back to previous topics to help consolidate and embed previous knowledge. We incorporate the bigger picture and make links between different topics and skills. This is further embedded into SOW and PowerPoints e.g., recall and assessment activities.

The Business projects are a key tool in achieving this, especially for our practical learners. Key Business websites are used such as Seneca and Tutor2U to further embed knowledge. Students are given key words which we regularly revisit. They are encouraged to show off their knowledge using Business terminology in exam based questions. We revisit themes 1 & 2 in Year 11 as part of revision.

How do your curriculum choices contribute to the student's cultural capital?

The world of Business opens students' eyes to the reality of the working world and the environment businesses have to operate in i.e., the Year 10 & 11's explore elements of morals and ethics in business by investigating businesses such as Body Shop and fair-trade companies.

Business studies contributes to this through the use of guest speakers. Our business projects give students the opportunity to get involved in and display key essential business skills such as leadership, management, negotiating, team working, people and so much more. More so, the students enjoy the challenges presented to them and are able to demonstrate their creative, innovative and problem solving skills based from the theory learnt in lessons.

Students are aware of the recruitment process, will have conducted mock job interviews, understand how to write a CV, know which area of business they would like to work for. This alone gives our students opportunities for their future pathways.

Key Stage 5

What is your curriculum intent for Key Stage 5?

Our curriculum Intent is to ensure that students gain a full understanding of key business theories and principles as they complete the A Level course. We expect students to develop an understanding of how business works in the real world, discover the problems and opportunities faced by local, national and international businesses and learn about how business functions such as marketing, finance, human and physical resources work together as part of a whole business. We want students to develop an enthusiasm for studying business and gain a holistic understanding of business in a range of contexts.

How does Key Stage 4 prepare students for Key Stage 5?

Business is offered at Key Stage 4. Students will have learnt the foundations of business e.g. enterprise and entrepreneurship, how to make a business effective etc. and can naturally progress to higher level thinking for Business at KS5.

There are crossovers with other subjects e.g. geography, math's, media and English e.g. all three business exam papers have 10% math's element. We cover topics such as market research & demographics, which is also covered in geography etc.

If students do not continue with Business at KS5 they will have learnt key transferable skills e.g. negotiation, leadership, entrepreneurial skills which they can use in other KS5 subjects

What do students cover in Key Stage 5? When do they study it?

Year 12

Theme 1: Marketing and people

Students will develop an understanding of:

- meeting customer needs
- the market
- marketing mix and strategy
- managing people
- entrepreneurs and leaders.

Theme 2: Managing business

Activities

Students will develop an understanding of:

- raising finance
- financial planning
- managing finance
- resource management
- external influences.

Year 13

Theme 3: Business decisions and strategy

Students will develop an understanding of:

- business objectives and strategy
- business growth
- decision-making techniques
- influences on business decisions
- assessing competitiveness
- managing change.

Theme 4: Global business

Students will develop an understanding of:

- globalisation
- global markets and business
- expansion
- global marketing
- global industries and companies (Multinational corporations).

Why do they study it in that order?

- Natural progression – students need to cover theme 1 before theme 2 due to content knowledge e.g. in theme 1 students need to know topics such as marketing mix and strategy first before learning how manage business

activities covered in theme 2. Another example students need to know how to manage business activities in theme 2 first before learning theme 4 on how to become a global business / MNC.

- To consolidate and build on knowledge, exam technique and revision.
- Decision has been made in conjunction with the exam board and consortium schools.

How do you ensure students embed knowledge? What do you revisit? When do you revisit it?

Students regularly revisit prior learning to reinforce their learning. Each topic links into other topics learnt hence the need to revisit. The 3 exam papers are set up in such a way that themes are interlinked e.g. exam Paper 1 is based on theory learnt from themes 1 & 4, Paper 2 is based on theory learnt from themes 2 & 3 and lastly, Paper 3 is based on all 4 themes. Therefore we are constantly embedding prior knowledge by recalling past topics.

The start of most lessons will recap on prior learning often generated from student homework. Students in Year 13 are taught throughout the course to draw upon all of their business knowledge and critique businesses, offer solutions & advice for failing businesses, look for gaps in the market and to be innovative. Students are commercially aware and know who the movers and shakers are in the Business world which is also something we embed into the lessons to keep the taught lessons up to date and relevant.

How do your curriculum choices contribute to the student's cultural capital?

Students have the opportunity to explore different job roles through interviews, listening and engaging with guest speakers, volunteering to work for charities and work experience. Many of our students have part-time jobs and are able to bring business theory to life in the taught lesson.

Business students explore cultural development and ethics through units covered, e.g. Year 13 theme 4 - Globalisation. Here students focus on different social and cultural trends in Business. On average 80% of our students who study Business go on to study courses which are business related or work in a business related field/ apprenticeship.

How do you prepare students for learning beyond Key Stage 5?

The KS5 courses offered prepare and lead students for higher education and can also support learners who want to progress directly to employment in business related jobs / apprenticeships. We have conversations with all students who want to pursue a business pathway and write students UCAS. We support our students with their own personal statements and make them aware of key open days for university / apprenticeships etc. We call in previous Business students as guest speakers who discuss their Business career pathways. We utilise websites such as Uni-Frog to further prepare students for learning beyond KS5.