

CURRICULUM INTENT: BUSINESS STUDIES

Business Studies at NLGS aims to inspire students to understand the nature of business and importance of enterprise. It is a vibrant, stimulating and 'real time' subject which aims to engage and challenge students. As a broad subject in the social sciences, Business Studies is a dynamic combination of enterprise, marketing, economics, accounting, law, productions and ethics. It is one of the most international studied subjects in the world. No matter what industry students find themselves in after their learning journey, they will need to work successfully and understand the nature of working in an organisation with other people and clear objectives. People who are successful in business not only transform their lives but the lives of others. We offer a rich curriculum that will inspire our students to achieve strong academic outcomes and develop a range of transferrable skills including creativity, problem solving, communication and teamwork. Students will leave the classroom enriched with awareness of business in the real world as well as an inspiration for success and passionate to work hard in the community.

The business environment is dynamic and complex – this justifies the need to provide a robust and exhilarating business curriculum at KS4 that is theoretically and practically apt for the global business environment. Our curriculum encourages all our students to take risks and develop business ideas and use the opportunities offered by e commerce and social media platforms to become entrepreneurs. Our students have access to the latest resources and have access to examination material and a well-qualified teacher with expert knowledge the subject.

The curriculum endeavours to:

- bring real world and commercial awareness into the classroom,
- promote and model effective communication through discussions, questioning, presentations and debate, and
- equip learners with lifelong skills and knowledge to be able to thrive in our competitive world.

GCSE Business at NLGS

The business curriculum is a 3-year course offered to students in years 9, 10 and 11. The course is divided in two themes. The first theme majors on entrepreneurial aspect of small businesses. Students investigate enterprise and entrepreneurship, how to spot business opportunities and putting ideas together. They also explore the effectiveness and feasibility of business ideas and the impact of external influences on a business. Theme two focuses on how to build and grow a business. Students major on how to make marketing, product, financial and human response decisions.

Every lesson is planned from scratch and aligned with the current business climate to include examples of recognisable and relatable business examples. Each student is provided with a curriculum map so they can see how each lesson objective fits in with their learning journey. The curriculum includes well planned opportunities to retrieve essential knowledge and master its application. After every summative assessment we carry out feedback lessons around any specific gaps in knowledge and students revisit knowledge at regular intervals to keep knowledge embedded.

CURRICULUM IMPLEMENTATION: BUSINESS STUDIES

	AUTUMN TERM		SPRING TERM		SUMMER TERM		TRIPS AND EVENTS
	Autumn 1	Autumn 1	Spring 1	Spring 2	Summer 1	Summer 2	

<p>Year 9 Knowledge</p>	<p>Topic 1.1 - Enterprise and Entrepreneurship INTENT students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship KEY KNOWLEDGE 1.1.1 - Business Enterprise 1.1.2 - Entrepreneurship 1.1.3 - Risk & Reward 1.1.4 - The Dynamic Nature of Business</p>	<p>Topic 1.2 – Spotting a business opportunity INTENT Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition. KEY KNOWLEDGE 1.2.1 Customer needs 1.2.2 Market Research 1.2.3 Market Segmentation 1.2.4 The Competitive Environment</p>	<p>Topic 1.3 – Putting a Business Idea into Practice INTENT This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects. KEY KNOWLEDGE 1.3.1 Aims and objectives 1.3.2 Business revenues, costs and profit 1.3.3 Cash and cash flow 1.3.4 Sources of business finance</p>	<p>Topic 1.4 – Making the Business Effective INTENT Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan. KEY KNOWLEDGE 1.4.1 Start-up & small business options 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans</p>	<p>Theme 1 end of year exam preparation and enterprise project INTENT Students must draw on their knowledge and understanding of Theme 1 topics to apply a range of quantitative skills relevant to business contexts. This includes calculations and the interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify business decisions.</p>	
<p>Year 9 Skills</p>	<p>Literacy</p>	<p>Literacy</p>	<p>Literacy</p>	<p>Literacy</p>	<p>Literacy</p>	

	<p>Clear written communication Reading business news and case studies</p>	<p>Clear written communication Reading business news and case studies</p>	<p>Clear written communication Reading business news and case studies</p>	<p>Clear written communication Reading business news and case studies Purpose of writing (business plans), writing to inform, writing to persuade (promotion).</p>	<p>Writing and presentation of marketing plan Numeracy Business calculations SMSC Social: Development of teamwork and leadership skills through collaborative work and research</p>	
	<p>Numeracy Calculation of profit</p>	<p>Numeracy Qualitative and Quantitative data Reliability of data</p>	<p>Numeracy Calculations of costs, revenues, profits, break even and interest. Constructing and interpreting BE graphs</p>	<p>Numeracy Franchise costing Product life cycle graph Pricing strategies – mark up percentages</p>		
	<p>SMSC Spiritual: Objectives based on passion/beliefs Moral: What does it mean for a business to be moral Cultural : Use of case studies from</p>	<p>SMSC Spiritual: Expressing opinions during a focus group without fear of judgement of others. Moral: use market research to boost sales</p>	<p>SMSC Spiritual: Business objectives based on passions/beliefs Social: Social objectives of entrepreneurs</p>	<p>SMSC Cultural : Use of case studies from different cultures to avoid any bias</p>		

	different cultures to avoid any bias	Decision making in a competitive environment Social /Cultural: Segmentation of a market by culture and lifestyle, social economic grouping				
	Subject Specific Skills	AO1: Pupils will know and understand business concepts, terminology, and objectives. They will explore the nature of business activity and how it impacts on individuals and the wider society. AO2: Pupils will apply knowledge and understanding to contemporary business issues and understand how these issues differ based upon types and sizes of businesses in local, national, and global contexts.				
Year 10 Knowledge	<p>Topic 1.5 - Understanding External Influences on Business</p> <p>INTENT Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</p> <p>KEY KNOWLEDGE 1.5.1 Business stakeholders 1.5.2 Technology business 1.5.3 Legislation business 1.5.4 Economy business</p>	<p>Topic 2.1 – Growing the business</p> <p>INTENT Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and</p>	<p>Topic 2.2 Making marketing decisions</p> <p>INTENT Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</p>	<p>Theme 1 mock exam preparation and enterprise project</p> <p>INTENT Students must draw on their knowledge and understanding of Theme 1 topics to apply a range of quantitative skills relevant to business contexts. This includes calculations and the interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify business decisions.</p>		

	1.5.5 External influences	<p>the ethical and environmental questions facing businesses are explored.</p> <p>KEY KNOWLEDGE</p> <p>2.1.1 Business growth</p> <p>2.1.2 Changes in business aims and objectives</p> <p>2.1.3 Business and Globalisation</p> <p>2.1.4 Ethics, the environment, and business</p>	<p>KEY KNOWLEDGE</p> <p>2.1.1 Product</p> <p>2.1.2 Price</p> <p>2.1.3 Promotion</p> <p>2.1.4 Place</p> <p>2.1.5 Using the marketing mix to make business decisions</p>		
Year 10 Skills	<p>Literacy</p> <p>Clear written communication</p> <p>Reading business news and case studies</p> <p>Discussion on stakeholder aims and conflicts</p>	<p>Literacy</p> <p>Clear written communication</p> <p>Reading business news and case studies</p> <p>Writing to persuade – pressure groups</p> <p>Discussions on ethical and environmental responsibilities of businesses.</p>	<p>Literacy</p> <p>Clear written communication</p> <p>Reading business news and case studies</p> <p>Persuasive writing used in promotion</p>	Literacy	

	<p>Numeracy Graphs – inflation and interest rates, unemployment rates Calculations – interest</p>	<p>Numeracy Population comparisons, tariff calculations</p>	<p>Numeracy Product life cycle graph Pricing strategies – percentages/mark ups</p>	<p>Numeracy</p>	
	<p>SMSC Spiritual/Social/Moral Stakeholder conflicts Pressure group objectives Moral: Use of technology to replace humans Impact of minimum wage SMSC: Discrimination and the recruitment process, employment law, consumer protection (impact of legislation) The impact of the economic climate on society.</p>	<p>SMSC Moral What does it mean for a business to be ethical? Spiritual/Social/Moral /Cultural Pressure group objectives, impact and actions on a business Ethical trading Impact of business on the environment and legal obligations. Moral Vs legal obligations. Cultural: adaption of production for globalisation</p>	<p>SMSC Is marketing ethical?</p>	<p>SMSC</p>	

		impact of globalisation				
	<p>Subject Specific Skills</p> <p>AO1: Pupils will know and understand business concepts, terminology, and objectives. They will explore the nature of business activity and how it impacts on individuals and the wider society.</p> <p>AO2: Pupils will apply knowledge and understanding to contemporary business issues and understand how these issues differ based upon types and sizes of businesses in local, national, and global contexts.</p> <p>AO3: Pupils will develop as enterprising individuals. They will form the ability to think both commercially and creatively to make informed business decisions and solve business problems. They will investigate and analyse real business opportunities and issues, constructing balanced, evidence-based arguments, demonstrating their business knowledge</p>					
Year 11 Knowledge	<p>Topic 2.3 - Making operational decisions</p> <p>INTENT</p> <p>This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>KEY KNOWLEDGE</p> <p>2.3.1 Business operations</p> <p>2.3.2 Working with suppliers</p>	<p>Topic 2.4 – Making financial decisions</p> <p>INTENT</p> <p>Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.</p> <p>KEY KNOWLEDGE</p> <p>4.1.1 Business calculations</p> <p>4.1.2 Understandi</p>	<p>Topic 2.5 – Making human resource decisions</p> <p>INTENT</p> <p>Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.</p>	<p>Mock 2 and feedback</p> <p>Examination preparation</p> <p>Past papers</p> <p>Revision exercises and notes</p>	<p>Revision and Study leave</p>	

	2.3.3 Managing quality 2.3.4 The sales process	ng business performance	KEY KNOWLEDGE 2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation			
	Literacy Clear written communication Reading business news and case studies	Literacy Clear written communication Reading business news and case studies	Literacy Clear written communication Reading business news and case studies			
	Numeracy Bar stock graphs	Numeracy Formulas Percentages	Numeracy			
	SMSC Is premium pricing justified? Building relationships in business	SMSC -	SMSC Motivation of individuals Work contracts How people work in organisational structures			
	Subject Specific					

Skills

AO1: Pupils will know and understand business concepts, terminology, and objectives. They will explore the nature of business activity and how it impacts on individuals and the wider society.

AO2: Pupils will apply knowledge and understanding to contemporary business issues and understand how these issues differ based upon types and sizes of businesses in local, national, and global contexts.

AO3: Pupils will develop as enterprising individuals. They will form the ability to think both commercially and creatively to make informed business decisions and solve business problems. They will investigate and analyse real business opportunities and issues, constructing balanced, evidence-based arguments, demonstrating their business knowledge

IMPACT: BUSINESS

We know our curriculum is working in the Business studies department as examination results are consistently above the national average and among the best in the school. The quality of teaching and learning in Business has been praised during learning walks by both external and internal observers. The engagement of students in the department can be observed in lessons and recorded in student voice. The number of students choosing to study Economics and Business studies at A-Level are very high and a number of our students go on to study the subjects further at university. More importantly, students frequently express their enjoyment of Business studies, the quality of teaching they have received and their appreciation of the knowledge and study skills they have gained from the department.