



Business Studies Curriculum

Intent

Curriculum Vision

Students at the Bishop of Winchester Academy should study Business Studies because it gives them the opportunity to explore and analyse the impact of marketing campaigns on themselves and their families. They study the concepts of how, they, as individuals can be perceived by businesses as part of a group or segment and the impact this has on the way different enterprises approach pitching a product. The Business Studies curriculum also enables students to understand how to make informed decisions based on financial calculations. Students' curiosity is nurtured to reflect on a wide range of themes across social, ethical, and moral issues as well as to explore the impact of these on the ever-changing economic landscape to broaden their cultural capital and empower them to make informed choices as a consumer.

The Business Studies curriculum is designed to ensure that students experience similar events as they would do in their adult lives; this is achieved by providing opportunities to successfully manage a project, using a logical and organised approach to set out what they want to achieve. They will learn to be critical of marketing campaigns, and understand what is needed to set up a successful enterprise. Business Studies enables students to have both a knowledge-rich curriculum of the world of business, and significantly improves their understanding of real-world finances and the range of different financial options open to them. This curriculum gives them the confidence so they can apply their knowledge to succeed in the workplace, or as an entrepreneur, and have the study skills to continue learning on higher education courses and throughout their career.

Concepts and Skills

The overarching concepts for Business Studies are:

- Business ownership and management – What factors to consider when starting up a new enterprise
- Legal aspects – What legislation and ownership types affect financial matters
- Product development - How businesses develop their products

- Business finances – What makes a product or service financially viable
- Branding, sales and marketing – Understanding target markets and how to appeal to a market effectively
- Customer service and relations – What is needed to attract and retain customers
- Business operation systems and processes - Why different functional activities are needed to support a new business
- The evolving business industry – changing social, ethical, and economic issues on businesses

The overarching skills we aim to develop in Business Studies are:

- Designing a business proposal to meet a business challenge: Understanding customer profiles, complete market research, design, develop and review a viable proposal
- Creating brand identities and marketing plans: creativity for a specific proposal, planning promotional material, planning promotional campaigns, planning and presenting a pitch to an audience.
- Project managing successfully: Logical approach to goals, organisation skills, project planning documentation and tools, adhering to timelines
- Financial skills: Calculating costs and revenues for goods/services, understanding break-even point, managing profit and loss
- Critical thinking, problem solving and business acumen: Applying knowledge of the business industry accurately for appropriate contexts, explore multiple business scenarios, analyse and evaluate options, find solutions for challenges with review market competitors, growth, product viability and financial implications.

Vocabulary

Key vocabulary is taught so that students become fluent as subject specialists and speak like business professionals. A selection of vocabulary taught is listed below.

Break-even point	Demographics	Economy	Social enterprise
Business (plan and proposal)	Psychographics	Bureaucracy	Networking
Cash flow	Socio-economic group	Austerity	Contingency plan
Focus group	Quantitative research	Fiscal	Commodity
Franchise	Qualitative research	Outsource	Recession
Liability	Extension strategies	Marketing mix	Depreciation
Logistics	Economic manufacture	Bankrupt	Peripheral workers
Marketing	Aesthetics	Overdraft	Tender
Pitch	Price skimming	Premiums	Attrition
Revenue	Psychological pricing	Fraud	Redundancy
Market research (secondary and primary)	Price penetration	Asset	Ombudsman
Market segmentation	Franchise	Commission	Liquidate
Sole trader	Crowdfunding	Opening inventory	Dividend
Target group	Entrepreneur	Residual value	Caveat
Unique Selling Point	Prototype	Millennials	

Homework

Curriculum-aligned homework helps our students achieve mastery in Business Studies by consolidating and extending what they learn in lessons so that they know more and remember more. It also guides students to build strong independent study habits. Our low stakes *Do Now's* at the beginning of each lesson tests cumulative knowledge of multiple previous topics, giving students the opportunity to strengthen memory through retrieval practice. Instead of revision being perceived as something which is crammed into a few weeks, our homework programme supports spaced practice throughout each

academic year. By repeatedly returning to content covered, students' knowledge has had time to 'rest and be refreshed.'

Students in Business Studies have homework tasks set that focus on creative development for business proposals, product lifecycle, and business plans, research-based assignments or assessment-based practice to develop mastery of key concepts.

Homework helps our students achieve mastery in Business Studies. Students who need extra support to achieve mastery are supported by our 10:10 programme in Business Studies and all have access to our daily Homework Club.

Implementation

Overview Statement

The curriculum in Business Studies is sequenced coherently so that concepts and skills are developed over time. This supports students of all abilities, especially SEN students. Tailored intervention from our team is put in place to support those who require it to master essential vocabulary and key concepts.

This is informed by Rosenshine's Principles of Instruction and Cognitive Theory. Cross curricular links are explicitly referenced and exploited in order to deepen understanding. Homework, daily retrieval-based

'Do Nows' and termly low stakes knowledge organisers quizzes strengthen memory as do mid-term and end-of-year assessments which are cumulative. Vocabulary is developed in Business Studies through the Frayer Model and students are taught to read, write and speak like a business professional. Technology is employed through computer use for internet research, online quizzes, presentations and collaborative software (such as Teams) to aid business challenge development and project management, as well as software applications such as Excel to manipulate financial figures in various scenarios to strengthen learning. In Business Studies, students benefit from learning a range of enterprise and marketing concepts to prepare effectively for the practical application of business challenge scenarios. Learning character is developed each lesson through the use of the six Learning Applications (LApps).



Impact

Through studying the Key Stage Four curriculum, students will be able to design a business proposal and engage in the market research process. They will have developed a deep knowledge of factors to consider when starting up a business and how to apply this to conceptualising a brand identity, developing a USP and promoting a product through its lifecycle. They will know more about the processes behind targeting a market and what makes a product financially viable. Students develop all the Lapps but especially their creativity and awareness through product development, business planning and targeting a market. They will have developed their oracy skills by presenting a pitch and all opportunities to develop numeracy are fully exploited in context, such as using financial formulas in a real-world context. Students also develop an understanding of the entwined nature of their studies, though explicit cross-curricular links and inter-disciplinary study. Cognitive Theory is interleaved throughout the curriculum so that students gain a knowledge of how they learn and manage their cognitive load. Their progress in Business Studies is recognised through their GCSE entry, which acts as a benchmark of their mastery and provides them with the national currency needed for access to further education and employment. Students use their knowledge of cognitive theory to recognise and use the most impactful methods of revision and retrieval practice.