



## Business Studies Curriculum

### Intent

#### Curriculum Vision

At a local, national and global level, Business Studies explores the purposes and structures of different businesses, the impact of the ever-changing economic environment, and how businesses adapt and innovate to remain relevant within the market. Students consider how UK businesses trade globally, carefully considering factors that may influence the implementation of these strategies, for example protectionism and common markets.

Students understand how marketing campaigns are developed and the influence of ethics on decision making within business. The role of management and leadership is explored, and how this contributes towards business success. Students learn about personal and financial leadership, developing the skills and knowledge needed to understand, analyse and prepare financial information.

Students develop business skills through opportunities including using creativity and organisational skills to produce successful, memorable events, either for profit or for social enterprise. Students explore recent and relevant changes within the business sector, and review the impact these have on consumer behaviour. Students reflect on questions such as: How does innovation and enterprise contribute to the success of a business? Why is it important to shop locally? What skills and behaviours develop successful customer relationships?

Business Studies enables students to study a knowledge-rich curriculum, significantly improving their understanding of real-world finances and the range of different financial options open to them and to others. Grounded in the latest industry requirements and work-ready skills, students are equipped to continue in the world of business both academically and in practice.

#### Concepts and Skills

The overarching concepts for Business Studies are:

*Marketing:* the principles and purpose of marketing.

*Business environments:* the purposes of different businesses, how they are structured and the different effects of the external environment.

*International business:* how businesses successfully operate in a global business environment.

**Management:** the different functions of leadership and the factors that influence management, motivation and performance in the workplace.

**Finance:** the different financial methods used to support and evaluate a business's performance.

The overarching skills developed in Business Studies are:

**Planning and running an event to meet a specific business challenge:** the ability to identify the effective skills needed for an event organiser in a given scenario, complete a feasibility study and develop an event proposal, as well as stage and manage the event.

**Effectively handling customer service issues for a specific business product proposal:** the ability to develop a range of interpersonal skills.

**Successfully marketing a product or service by using a logical and organised approach to set out what is to be achieved:** the ability to project plan in a business setting and adhere to timelines using a range of business-based project management tools.

**Utilising appropriate financial skills for business and real-world settings:** the ability to calculate cash flow forecasts and statements of comprehensive income, including break-even point to manage profit and loss.

**Commanding knowledge of a substantial body of the business industry:** the ability to recall accurate information that is context-specific, with a sound understanding of enterprise and marketing concepts, and appreciation of the impact of changing social, ethical and economic issues on businesses.

**Critical thinking and problem-solving using appropriate skills in a business context:** the ability to explore multiple business scenarios and analyse them in order to evaluate market growth against competitors, product viability and financial implications.

## **Disciplinary Literacy**

### **Disciplinary approach**

In Business Studies we support the development of disciplinary vocabulary and the students' ability to read, write and communicate at an academic level so that they master the nuances of the curriculum. This is done through reading a range of specialised texts including case studies; and investigating and critically reflecting on a range of different business approaches within each strand, e.g. motivational theories, leadership styles. Students engage with solving discipline-specific problems through interpreting primary and secondary sources of data from which they make inferences and determine what is important for new contexts.

### **Interdisciplinary approach**

To understand the depth of Business Studies it is vital to explore the organic connection to other disciplines, such as Geography, Mathematics and Religious Studies.

### **Intellectual autonomy**

In order to develop intellectual autonomy and confidence, we foster the willingness and ability of students in Business Studies to comprehend challenging texts, assimilate key concepts and synthesise them with prior learning. Students are equipped to think critically and apply strategies independently so that they can form their own cohesive conclusions and be able to express that in writing. This is facilitated by reading articles on current events to make the necessary connections for deeper learning through increasing interest and relevance. Students follow a variety of lines of enquiry, develop technical vocabulary and access frameworks for interpretation, e.g. situational analysis.

Students are encouraged to engage in additional independent reading to deepen their business understanding. Recommended texts include: Chamber of Commerce monthly journal, *Pearson BTEC Nationals Student Books 1 and 2*, Times 100 Case Studies, *The Economist*, and *The Investment Times*.

### **Independent Study**

In Business Studies students undertake both directed and self-directed independent learning activities that support the strengthening of long-term memory and retrieval. Independent study helps our students achieve mastery in Business Studies and prepares them to work at an undergraduate level.

Directed independent learning tasks set in Business Studies can include background reading to build knowledge and deeper connections to the existing frame of learning, or responding to interlocking

questions on a given topic across more than one text source. Self-directed independent study in Business Studies involves retrieval practice which is a crucial component of mastery. As students encounter challenges and learn to wrestle with demanding concepts and texts, they develop not only their knowledge and understanding but also resilience through perseverance.

Instead of revision being perceived as something that is crammed into a few weeks, independent study supports spaced practice throughout the curriculum. By repeatedly returning to content covered, students' knowledge has time to 'rest and be refreshed'.

We recognise that not all students process material at the same rate. Students who need extra support to achieve mastery are supported by targeted intervention in Business Studies where a staged or 'scaffolded' process is used to enable students to move from being dependent learners to autonomous ones.

All students have access to our Academy library where a wide range of academic texts, journals and other resources are available.

## Implementation

### Overview Statement

The curriculum in Business Studies is sequenced coherently so that knowledge, concepts and skills are rigorously developed over time. This supports all students, including the most disadvantaged, and those with high levels of need, especially SEND. Planning is informed by Rosenshine's Principles of Instruction and Cognitive Theory which support students in building secure schemas.

Interdisciplinary links and the application of mathematics are explicitly referenced and exploited in order to deepen understanding. Vocabulary is developed in Business Studies using the principles outlined in the Frayer Model and students are equipped to be able to read, write and speak like a business professional. This is done by explicitly referencing technical terms and acronyms, reading a wide variety of current business-related news articles and accessing both journal and relevant case studies.

Through the use of independent study resources in Business Studies, students learn at greater depth so that they can become masters in Business Studies and in the skills required to be intellectually autonomous. This is implemented by the use of questioning in response to given texts, wider reading around specific topics such as globalisation, and retrieval-based practice tasks.

Regular retrieval-based activities strengthen long-term memory and aid fluency, as do our cumulative mid-term and end-of-year assessments.

Technology is employed to access a wide range of media content – for example podcasts, online videos and web-based content, and collaborative software tools are used to strengthen learning.

Learning character is developed through awareness of the impact of business in different contexts at a local, national and global level; ability to empathise and understand the considerations that need to be made from ethical, environmental and community perspectives; and resilience to effectively utilise appropriate business tools such as situational analysis.

## Impact

The Key Stage 5 curriculum builds upon students' initial understanding, extending their knowledge in the areas of responding to specific business challenges, project management, financial skills, leadership and management. Through developing their knowledge of business features, financial reporting and formulae, marketing campaigns and management theories, students are able to critically assess which tools and skills are appropriate for a specific business within a given context, and offer justified responses. Students also develop an understanding of the interdisciplinary nature of their studies and this is supported through explicit cross-curricular links in Art, Geography, Mathematics, Religious Studies, Science and Sport.

Students use their knowledge of cognitive theory to recognise and use the most impactful methods of revision and retrieval practice.

Academic progress in Business Studies is recognised through BTEC Level 3 National Extended and National Diploma in Business which act as benchmarks of mastery; these provide students with the national currency needed for access to higher education and apprenticeship courses, and prepare them for a career in any workplace.