



St. Wilfrid's
R.C. College

Business Studies Curriculum

*Excellentia per fidem,
per scientiam, per adiuvatum*

Excellence through faith, learning and support

Curriculum Intent Vocational Business

The Business department has strong industry links and continuously seek to invite guest speakers to deliver educational talks as well as take students on educational visits to arrange of public and private sector businesses. Students are encouraged to watch enterprising TV programmes such as the Apprentice and Dragon's Den. Students are also encouraged to watch age appropriate news. To support this we have set up a business department website where we share topical business news. We have a business library where we encourage students to further read around the subject.

| | Year 10 | Year 11 |
|---|---|---|
| Exam board website: https://qualifications.pearson.com/en/home.html | | |
| Websites | Tutor2u.org Twoteachers.co.uk gcsebitesize www.beebusinessbee.co.uk | |
| Key texts and books | BTEC Tech Award Enterprise Student Book Revise BTEC Tech Award Enterprise Revision Guide. Student Knowledge Organiser | |
| | Year 12 | Year 13 |
| Exam Board website: www.edexcel.org | | |
| Websites | Tutor2u.org Twoteachers.co.uk www.beebusinessbee.co.uk Business at St.Wilfrids website | Tutor2u.org Twoteachers.co.uk www.beebusinessbee.co.uk Business at St.Wilfrids website |
| Key texts and books | Pearson BTEC National Business Student Book 1 | Pearson BTEC National Business Student Book 1 |

Curriculum Intent Vocational Business

Homework

The business studies department set relevant challenging and topical homework that will help learners progress throughout the course. The department has its own website that is updated weekly to include relevant articles that allow students to read around the topic areas that they are studying and any significant current affairs that are happening around the world that has an impact on the business environment.

Some homework activities will require students to carry out their own independent research and report their findings back to their peers in the form of a presentation.

All learners will have extended writing opportunities set as part of our homework, this helps prepare students for formal assessments in this subject area. As reading is an important part of the course, students will have the opportunity to independently read case studies, such as Forbes magazine and The Times. Most recently all students will be set, “writing like an entrepreneur....” challenges which allows them to develop their passion for reading round the subject and developing their writing skills.

Assessment (overarching principle)

Staff routinely provide opportunities for formative and summative assessments to assess the progress of learners over time, this allows for appropriate intervention to be put in place to allow them to achieve their very best. Staff regularly implement retrieval activities within their lesson planning as part of our formative assessment.

Teaching staff are experienced external examiners who have extensive knowledge of the mark schemes and exam technique to support students to prepare them for summative assessments.

The business department engage students in real life business scenarios, where students need to solve complex business problems and present solutions in a business style manner. Students are expected to use key business terminology during class discussions and writing work. We encourage students to attend working lunch sessions which gives them the opportunity to deepen their knowledge and allows them to build upon what they've been taught in class.

All of our lessons have stretch and challenge opportunities which allows the students to achieve their God-given potential.

| | | |
|---------|--|---|
| Year 10 | Vision | Key Concepts and Key Skills |
| | To equip students with essential skills required to be a successful entrepreneur. To understand the financial management of enterprises. To foster an enthusiasm for entrepreneurship. | <ul style="list-style-type: none"> ✓ Financial literacy ✓ Interpretation of ratios ✓ Ability to complete key financial documents ✓ Business Planning |
| Year 11 | Vision | Key Concepts and Key Skills |
| | Students will have opportunities to evaluate the success of an SME. Students will explore how entrepreneurs and SME's carry out market research and focus on customer needs to achieve success. They will investigate the skills and characteristics required to achieve success in enterprise. | <ul style="list-style-type: none"> ✓ Develop skills in market research. ✓ Develop literacy skills when analysing and evaluating the SWOT and PESTLE of a business. ✓ Report writing skills ✓ Presenting to an audience ✓ Oracy skills |
| Year 12 | Vision | Key Concepts and Key Skills |
| | To investigate the personal and business finance sector. Students will learn how to manage their personal finances and make informed decisions to help prevent future financial difficulties. Students will understand the purpose of accounting and learn how to create key business documents essential for success in the world of business. Students will explore contrasting enterprises and investigate the factors of success. Students will investigate how innovation in a business leads to success. | <ul style="list-style-type: none"> ✓ Financial Literacy ✓ Be able to produce key business documents such as cash flow forecasts, statement of comprehensive income and statements of financial position ✓ Ratio Analysis skills ✓ Measure profitability, liquidity and efficiency of a business ✓ Report writing skills ✓ Presenting to an audience ✓ Oracy skills |
| Year 13 | Vision | Key Concepts and Key Skills |
| | Students will develop their knowledge of marketing and will be able to independently produce a successful marketing campaign for a given business. Students will demonstrate their ability to research job opportunities and will develop skills required to successfully apply for a job opportunity at their career stage. | <ul style="list-style-type: none"> ✓ Produce a marketing campaign ✓ Report writing skills ✓ Career development skills ✓ CV writing skills ✓ Letter writing skills ✓ Interview skills |

Curriculum Intent Vocational Business

Students will understand the key characteristics and skills required to be a successful entrepreneur whilst developing their entrepreneurial skills by planning a micro- enterprise of their choice. Students will be empowered to work in a business environment.

As a department all business studies teachers are committed to supporting all learners in developing a deep understanding of the business studies curriculum. Teachers have a passion for the subject and all have a high level of experience of working in business and entrepreneurship.

Vocational Business

Our Curriculum Progression Model is:

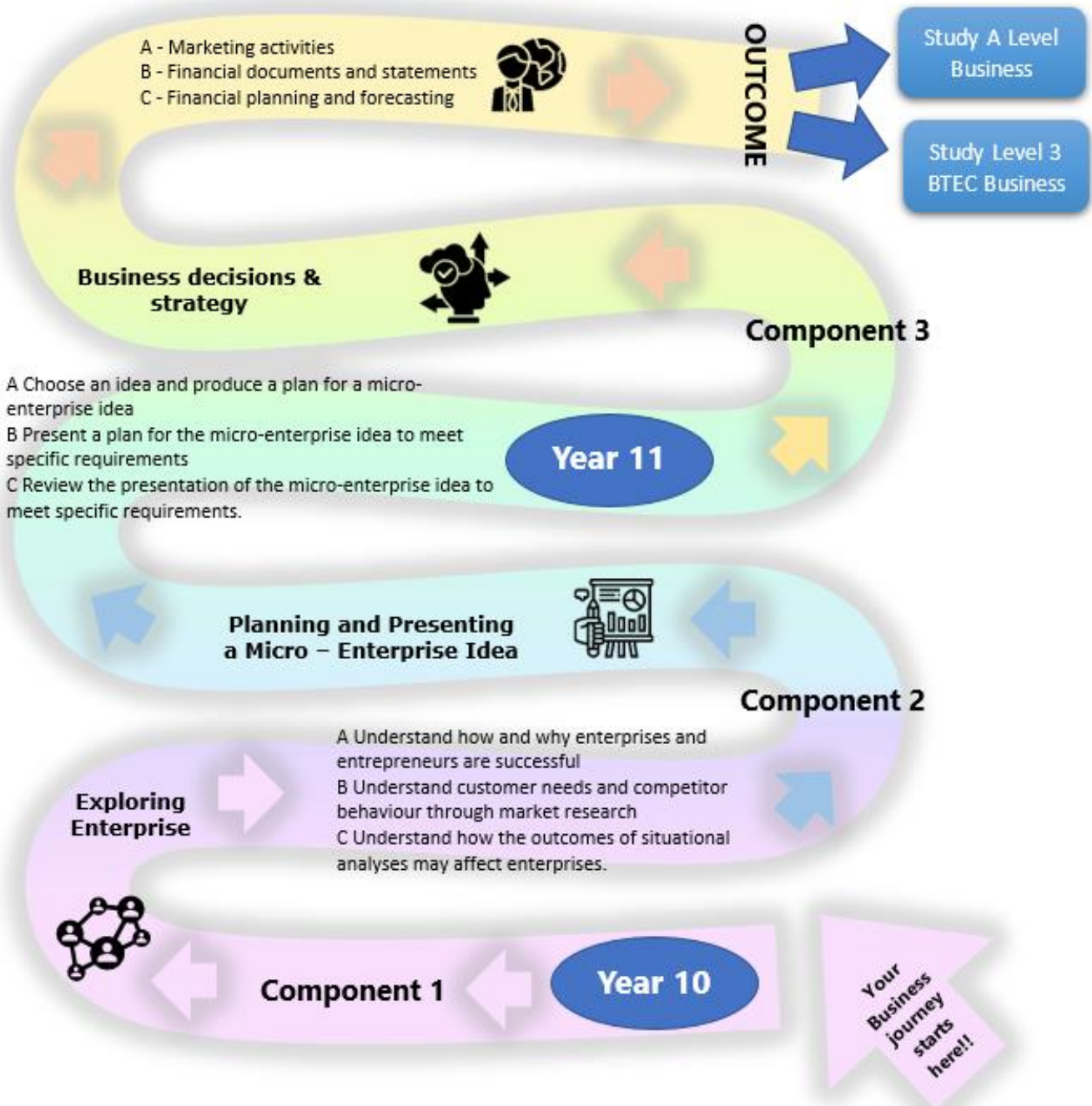
Readiness for their next step...

| | | | |
|--|---|---|--|
| | Year 13 Module 1 Introduce students to the concept of a marketing campaign. | Year 13 Module 2 Students produce a comprehensive marketing campaign | Year 13 Module 3 Recruitment & Selection |
| | Year 12 Module 1 Explore personal & business finance sector and develop exam technique. | Year 12 Module 2 Perfect exam <u>rubrix</u> . Report writing on 2 contrasting businesses. | Year 12 Module 3 Report writing & presentation on an innovative business. |
| | Year 11 Module 1 Examine characteristics of enterprises | Year 11 Module 2 Explore market research and customer needs and link to business success. | Year 11 Module 3 Evaluate: Be able to produce a detailed SWOT and PESTLE |
| | Year 10 Module 1 Explore ideas for a new micro business idea Promotion and Finance | Year 10 Module 2 Develop ideas for 1 business idea, produce a business plan and sales pitch. Complete business documents. | Year 10 Module 3 Review a business idea and the performance throughout .Financial planning and forecasting |

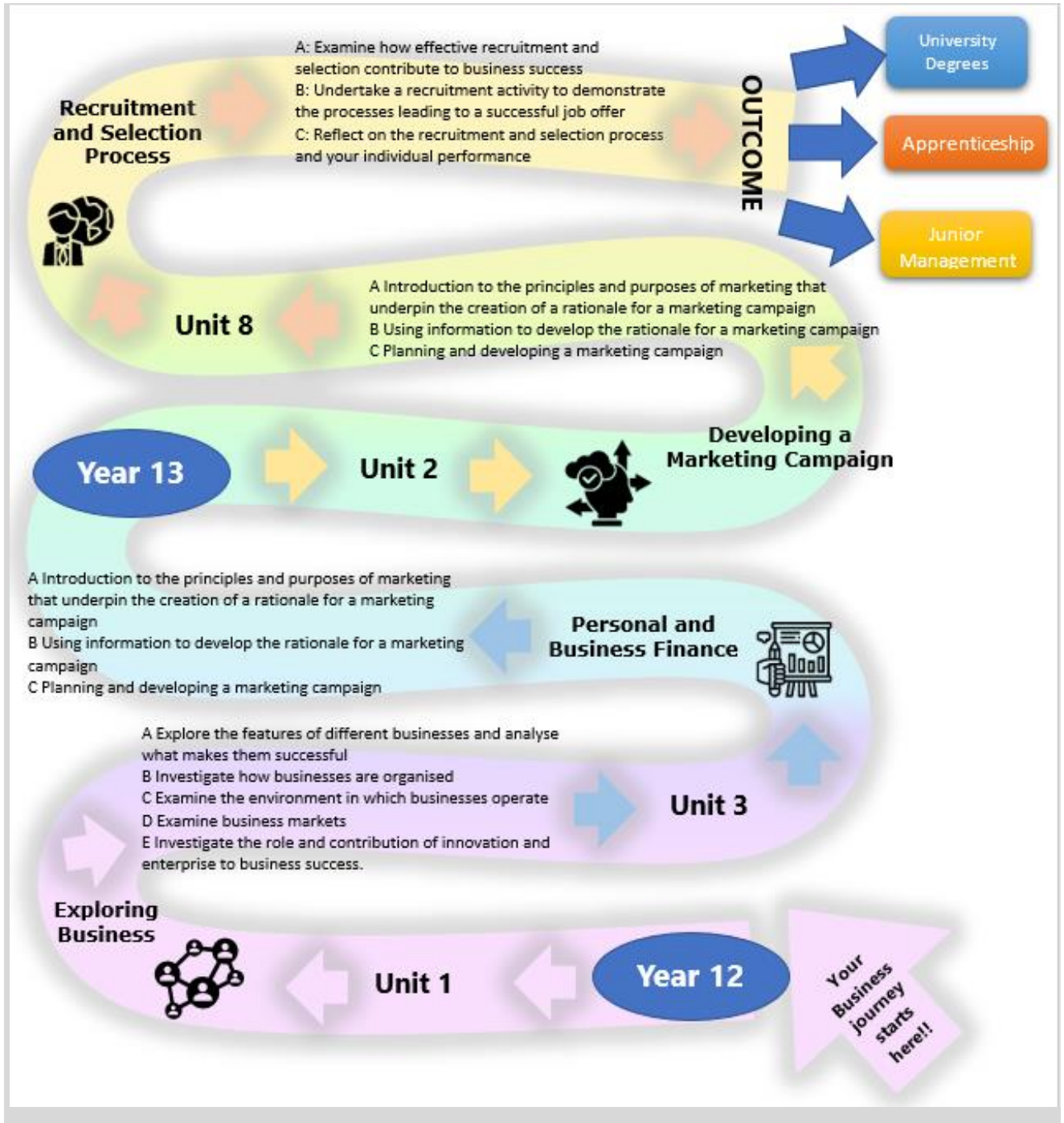
Knowledge over time

Knowledge over time

Learning Journey – Key Stage 4 BTEC Tech Award in Enterprise



Learning Journey – Key Stage 5 BTEC Level 3 Business



Course: BTEC Tech Award in Enterprise

Summary of papers/coursework and assessment objectives

Component 1: Exploring Enterprise

Internally assessed coursework

Learners will explore different enterprises to develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs to be successful. Learners will explore how enterprises use market research to find out about their customer needs and competitor behaviour and how internal and external factors may affect enterprises.

Component 2: Planning and Presenting a Micro – Enterprise Idea

Internally assessed coursework

Learners will generate two realistic ideas for a micro-enterprise and choose one of these to plan within budget. They will individually present their business plan for their idea and review the production and delivery of their presentation to make recommendations for improvements.

Component 3: Marketing and Finance for Enterprise

External examination

Learners will explore how marketing is used by enterprises and the factors that influence how enterprises identify and target their market. Learners will complete financial documents and statements and explore how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

Overall course description

The Tech Award gives learners the opportunity to develop sector-specific applied knowledge and understanding through realistic vocational contexts. Learners will have the opportunity to develop applied knowledge and skills in the following areas:

- Knowledge that underpins an effective use of skills, such as the activities, skills and characteristics of enterprises and entrepreneurs, and the internal and external factors that can affect the success of an enterprise; in addition, the process of developing a business plan and using and applying marketing and finance knowledge
- Development of key skills that prove aptitude in planning an enterprise idea, including market research, planning, carrying out financial transactions, communication and problem solving
- Attitudes and ways of working that are considered most important for enterprise, including monitoring and reflecting on the performance of an enterprise idea and own use of skills.

This Tech Award complements the learning in GCSE programmes such as Computer Science and Design and Technology by requiring learners to apply their knowledge in practical ways, through activities that will enable them to develop their ideas, for example, researching an idea for a small enterprise.

Course: BTEC Level 3 National Extended Certificate in Business

Summary of papers/coursework and assessment objectives

Unit 1: Exploring Business

Internally assessed coursework

In this unit, you will gain an overview of the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate, and how this shapes them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits.

Unit 2: Developing a Marketing Campaign

External examination

You will examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants. You will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake. To complete the assessment task within this unit, you will need to draw on your learning from across your programme.

Unit 3: Personal and Business Finance

External examination

This unit includes aspects of both personal and business finance. Personal finance involves the understanding of why money is important and how managing your money can help prevent future financial difficulties. It is vital you understand the financial decisions you will need to take throughout your life and how risk can affect you and your choices. This unit will also give you an insight into where you can get financial advice and support.

The business finance aspects of the unit introduce students to accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses. Planning tools, such as cash flow forecasts and break-even, will be prepared and analysed. Measuring the financial performance of a business will require you to prepare and analyse statements of comprehensive income and statements of financial position.

Unit 8: Recruitment and Selection Process

Internally assesses coursework

Recruiting the right people is essential to the success of a business. It is important that the processes and procedures involved in recruitment and selection meet the needs of the business and comply with current regulations. You will learn that successful recruitment is key to maintaining the success of a business, as people are often considered to be the most valued resource. You will explore the various selection tools and the enhanced use of technology in this area. Businesses with an effective recruitment process in place are more likely to make successful appointments. In a competitive labour market this is a major advantage and will support business success.

This unit gives students the opportunity, through role play, to take part in selection interviews. They will need to be organised and prepared so that they demonstrate your communication skills in this work-related competence.

Curriculum Intent A Level Business

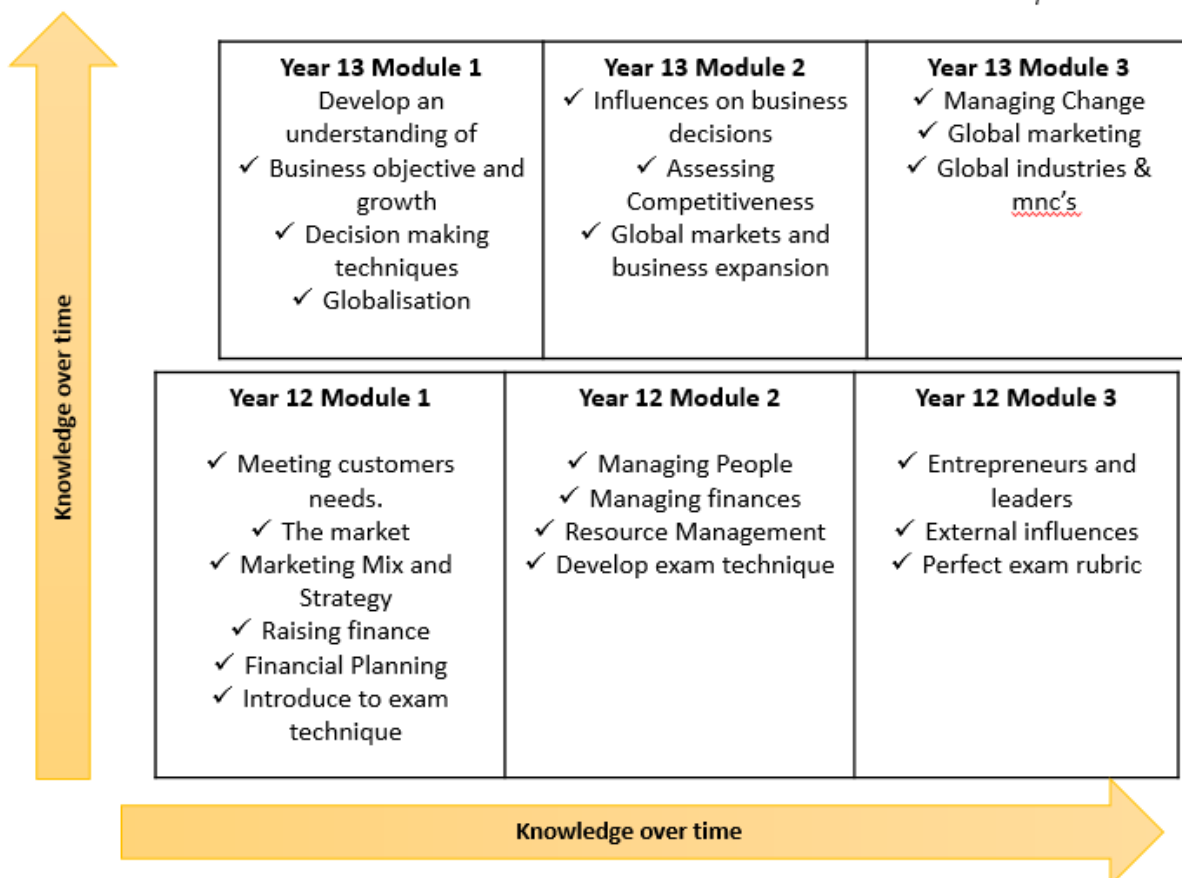
We aim to **empower students** to engage with the world of business through the context of current business developments and real business situations. Students will engage in how management, leadership and decision making can improve performance in marketing, operational, financial and human resources. Students will be immersed in the interrelated nature of business activities and how they affect businesses.

As a department our business studies teachers are committed to supporting all learners in developing a deep understanding of the business studies curriculum. Teachers have a passion for the subject and all have a high level of experience of working in business and entrepreneurship.

A Level Business

Our Curriculum Progression Model is:

Readiness for their next step...



Curriculum Intent A Level Business

The **Business curriculum is ambitious** for all students. Challenging knowledge of key concepts are accrued throughout the duration of the courses offered. Entrepreneurial skills are developed appropriately across all key stages. We deliver outstanding, challenging lessons whereby we expect all pupils to secure a deep knowledge of the curriculum, as a minimum. All students, including those with SEND, are supported to reach the same heights through adaptive teaching and scaffolding.

Our curriculum is **sequenced** to allow students to deepen and broaden their understanding of key concepts across key stages 4 and beyond if they choose to stay with us for post 16 studies.

The curriculum is **constantly evolving** as a result of many sources of evidence and intelligence and as a result of **new courses** being offered by the examinations board. We are constantly striving to ensure we are offering the most suitable courses for our students. In the next academic year, we are excited to be moving from BTEC Tech in Enterprise to offering Edexcel GCSE Business Studies. We strongly believe this is the most suitable course for our students. This is an area we have identified as an **area for development** and are currently working hard to ensure we are equipped with a wealth of resources in order to deliver this course successfully in September 20223.

Our curriculum is in line with the **guiding principles outlined by the BCCET** and school policy. In South Tyneside we have a rich history of engineering, industry and enterprise. Our Business lessons regularly link to the **local context** to engage students and help students understand the importance of Business and Enterprise in the world around us. We endeavour **to emerge our students into the world of enterprise** in lessons through incorporating case studies and videos and outside of lessons by offering a range of educational visits, workshops and engaging with outside agencies and inviting guest speakers into school. Beyond lessons students have access to a wealth of professionally produced resources, all of our key stage 5 students have a tutor2u and two teachers account and follow these on Instagram. By the end of KS4 all of our students will have a sound understanding of what it takes to set up a business as well as be equipped with the skills to set up their own enterprise. BY the end of key stage 5 our students have a deep understanding of the world of business both nationally and globally and are able to discuss a range of business theories associated with strategy and human resource management.

Curriculum Intent A Level Business

Homework

The business studies department set relevant challenging and topical homework that will help learners progress throughout the course. The department has its own website that is updated weekly to include relevant articles that allow students to read around the topic areas that they are studying and any significant current affairs that are happening around the world that has an impact on the business environment.

Some homework activities will require students to carry out their own independent research and report their findings back to their peers in the form of a presentation.

All learners will have extended writing opportunities set as part of our homework, this helps prepare students for formal assessments in this subject area. As reading is an important part of the course, students will have the opportunity to independently read case studies, such as Forbes magazine and The Times. Most recently all students will be set, “writing like an entrepreneur....” challenges which allows them to develop their passion for reading round the subject and developing their writing skills

Hidden curriculum (learning outside of the classroom)

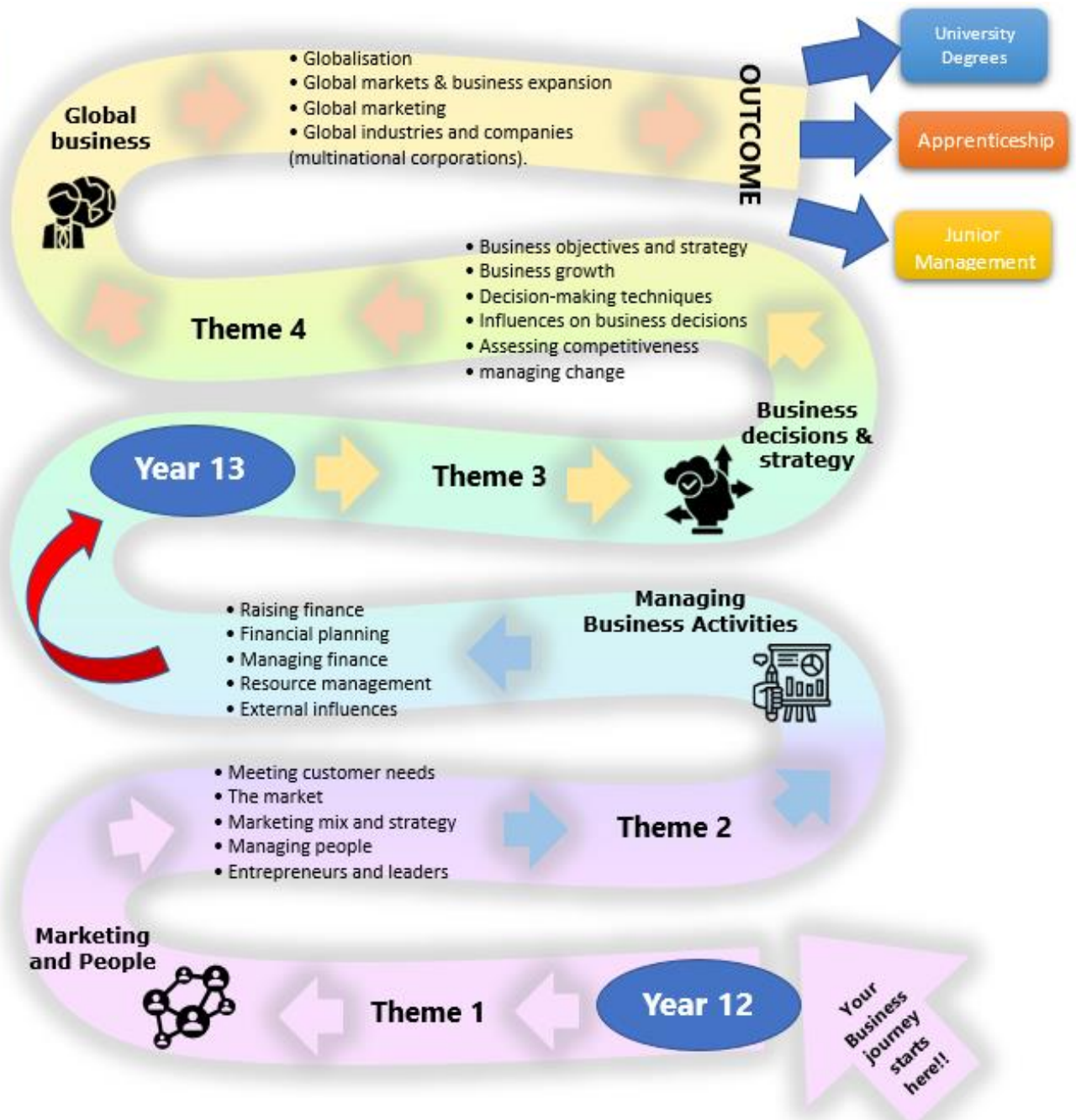
The Business department has strong industry links and continuously seek to invite guest speakers to deliver educational talks as well as accompany students on educational visits to arrange of public and private sector businesses. Students are encouraged to watch enterprising TV programmes such as the Apprentice and Dragon’s Den. Students are also encouraged to watch age appropriate news. To support this we have set up a business department website where we share topical business news. We have a business library where we encourage students to further read around the subject. Staff routinely direct students to books, websites and articles that will enable students to acquire additional knowledge of the world of Business.

| | Year 12 | Year 13 |
|---|---|---|
| Exam Board website: www.edexcel.org | | |
| Websites | Tutor2u.org Twoteachers.co.uk www.beebusinessbee.co.uk Business at St.Wilfrids website | Tutor2u.org Twoteachers.co.uk www.beebusinessbee.co.uk Business at St.Wilfrids website |
| Key texts and books | Edexcel A Level Business Book1 By Ian Marcouse, Andrew hammond and Nigel Watson | Edexcel A Level Business Book 2 By Ian Marcouse, Andrew hammond and Nigel Watson |

| | | |
|----------------|--|--|
| Year 12 | Vision | Key Concepts and Key Skills |
| | <p>To introduce students to the ever changing business environment. Students will develop and understanding of the market, explore the marketing and people functions and investigate entrepreneurs and business start up. Students will develop an understanding of how businesses need to adapt their marketing to operate in dynamic business environment. Students will then develop an understanding of raising and managing finance and measure business performance. Students will also consider the external influences that have an impact on business.</p> | <ul style="list-style-type: none"> ✓ Non – routine problem solving ✓ Systems thinking ✓ Critical Thinking ✓ ICT literacy ✓ Communication ✓ Relationship Building ✓ Collaborative problem solving skills ✓ Ratio analysis |

| | | |
|----------------|---|--|
| Year 13 | Vision | Key Concepts and Key Skills |
| | <p>Students will develop their understanding of the concepts introduced in Year 12 and explore influences on business strategy and decision-making. They will build upon the knowledge acquired in Year 12, making connections across the new themes. Students will focus on strategy, enabling them to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues. Students will analyse corporate objectives and strategy against financial and non financial performance measures. Students will investigate businesses that trade on a global scale and explore their reasons for doing so. Students develop an understanding the globally competitive environment and consider the ethical and moral dimensions of global business activities.</p> | <ul style="list-style-type: none"> ✓ Non – routine problem solving ✓ Systems thinking ✓ Critical Thinking ✓ ICT literacy ✓ Communication ✓ Relationship Building ✓ Collaborative problem solving skills ✓ Ratio analysis |

Learning Journey – Key Stage 5 A Level Business



Course: Edexcel GCE Business

Summary of papers/coursework and assessment objectives

Paper 1: Marketing, people and global businesses

35% of the total qualification

2 hour written examination

Externally assessed in May/June

Overview of content

Paper 1 will assess marketing, people and global businesses. Questions will be drawn from Themes 1 and 4, and from local, national and global contexts.

Paper 2: Business activities, decisions and strategy

35% of the total qualification

2 hour written examination

Externally assessed in May/June

Overview of content

Paper 2 will assess business finance and operations, business decisions and strategy. Questions will be drawn from Themes 2 and 3, and from local, national and global contexts.

Paper 3: Investigate business in a competitive environment

30% of the total qualification

2 hour written examination

Externally assessed in May/June

Overview of content

Paper 3 will assess content across all four themes. Questions will be drawn from local, national and global contexts. For Paper 3, there will be a pre-released context document issued on our website in November of the previous year. A new context will be given to centres each year and will relate to the examination series for the following summer. The context will focus on a broad context, such as an industry or market in which businesses operate. The question paper will be in two sections. The first section will focus on the broad context provided. This will be outlined to centres through the pre-released document. Questions will focus on the broad context. The second section will focus on at least one strand within the context provided, such as a particular business. Each section will contain unseen stimulus materials comprising quantitative and qualitative evidence. Students are required to apply their knowledge and understanding from Themes 1, 2, 3 and 4 and their understanding of the broad context to this evidence. Students cannot take any of their research or investigation data carried out as part of the pre-release into the examination.

Course: Edexcel GCE Business

Overall course description

The Pearson Edexcel Level 3 Advanced GCE in Business is structured into four themes and consists of three externally examined papers. Students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work. Breadth and depth of knowledge and understanding, with applications to a wider range of contexts and more complex business information, are developed in Themes 3 and 4, requiring students to take a more strategic view of business opportunities and issues. Students are encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions.

| Theme 1: Marketing and people | Theme 2: Managing business activities |
|---|--|
| <p>Students will develop an understanding of:</p> <ul style="list-style-type: none">• meeting customer needs• the market• marketing mix and strategy• managing people• entrepreneurs and leaders. | <p>Students will develop an understanding of:</p> <ul style="list-style-type: none">• raising finance• financial planning• managing finance• resource management• external influences. |
| Theme 3: Business decisions and strategy | Theme 4: Global business |
| <p>This theme develops the concepts introduced in Theme 2. Students will develop an understanding of:</p> <ul style="list-style-type: none">• business objectives and strategy• business growth• decision-making techniques• influences on business decisions• assessing competitiveness• managing change. | <p>This theme develops the concepts introduced in Theme 1. Students will develop an understanding of:</p> <ul style="list-style-type: none">• globalisation• global markets and business expansion• global marketing• global industries and companies (multinational corporations). |

Curriculum Intent Business

Progression Routes

Learners who generally achieve at 9-4 across their Key Stage 4 learning might consider progression to:

- A Levels as preparation for entry to higher education in a range of subjects
- Study of a vocational qualification at Level 3, such as a BTEC National Certificate in Business which prepares learners to enter employment or apprenticeships, or to move on to higher education by studying a degree in the Business or related subjects such as Accountancy, Economics or Management Studies.

Studying business teaches you so many different skills, for example, the ability to see both sides of an argument, to write analytically and to discuss. This lends itself to a wide range of potential career choices. Past students have gone on to study a wide range of courses including Accountancy & Finance, Business Management, Marketing, Economics, and Sports Management. In terms of career opportunities, Business lends itself to a range of possible careers such as Teaching, Accountancy and Finance, Corporate Finance, Journalism, Economist, Marketing and Human Resource Management.