

Business

Intent:

In Business we intend to provide students with 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. Students will look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits. They will also gain an understanding of the factors that contribute to a successful enterprise.

We 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. Students will use given market research data and other information to make recommendations about the type of marketing campaign that a business should undertake.

Students will also consider aspects of both personal and business finance. They will gain understanding of why money is important and how managing your money can help prevent future financial difficulties. It is vital that they understand the financial decisions they will need to take throughout their life and how risk can affect you and your choices.

Enterprise is a key government focus and is set to form an important part of the UK's global economic status, both now and in the future. Enterprise skills provide a fantastic progression pathway into a number of roles in an organisation and are transferable into all businesses. Study of this sector at Key Stage 4 and beyond will complement GCSE study through providing an opportunity for practical application alongside conceptual study.

Implementation:

In Business we use a range of different teaching and learning strategies to ensure all students are challenged, engaged and enjoy lessons. Within lessons we use a wide range of different media such as interactive ICT lessons, independent research, video clips and documentaries, as well as visits from local entrepreneurs. At key stage 4 students are required to develop and research an enterprise idea before delivering a 'Dragon's Den' style pitch.

Beyond the classroom:

Students in KS5 are invited to attend an intensive Grade Booster workshop which is designed to refine and sharpen key exam technique for the Unit 3 exam and build confidence in the essential assessment skills. KS4 & 5 students also get an opportunity to take part in enterprise competitions co-ordinated by national organisations including GCHQ and St James's Place. They are also encouraged to independently research local businesses and the entrepreneurs behind them.