



Business Studies Curriculum Intent

Hilbre High School

What do students study for each key stage?

Key Stage 3

Hilbre High School Humanities College Business Studies Department aims to develop young people as Entrepreneurs. Through the study of either GCSE Business or Cambridge Nationals Enterprise and Marketing, students will discover how businesses operate, from start-ups to multinationals. Business studies equips students with a range of transferable skills that will prepare them for the world of work such as problem solving, independence, employability and teamwork.

The purpose of the work taught at KS3 is to introduce year 9 students to the concept of personal finance and enterprise. Over a course of 20 lessons staff aim to give students financial education and the skills and capabilities to think about setting up their own business ventures. The topics covered have been chosen specifically to engage students with a subject that is becoming increasingly important in today's world, but also to equip them with knowledge that can be recalled and improved if they decide to choose GCSE Business or OCR Cambridge National Enterprise and Marketing in year 10. The final term is project based and students will deliver a mini presentation on a business idea of their own, this will allow them to make a smooth transition into both courses offered at KS4.

Students cover the following areas:

- Introduction to Business
- Saving and Borrowing
- Making financial decisions
- Security and Fraud
- Earning Money
- Starting a Business
- Acquiring Business Resources
- Marketing a Business Idea
- Presenting and pitching a business idea
- Business and The World of Work

Throughout KS3, students develop basic skills that will enable students to gain the knowledge they will need to be successful in either their academic and vocational courses.

Key Stage 4

GCSE

Theme 1

1.1 Enterprise and entrepreneurship

- Dynamic nature of business
- Risk and reward

- The role of business enterprise

1.2 Spotting a business opportunity

- Customer needs
- Market research
- Market segmentation
- The competitive environment

1.3 Putting a business idea in to practice

- Business aims and objectives
- Business revenues, costs and profits
- Cash and cash-flow
- Sources of business finance

1.4 Making the business effective

- The options for start-up and small businesses
- Business locations
- The marketing mix
- Business plans

1.5 Understanding external influences on business

- Business stakeholders
- Technology and business
- Legislation and business
- The economy and business
- External influences

Theme 2

2.1 Growing the business

- Business growth
- Changes in business aims and objectives
- Business and globalisation
- Ethics, the environment and business

2.2 Making marketing decisions

- Product
- Price
- Promotion
- Place
- Using the marketing mix to make business decisions

2.3 Making operational decisions

- Business operations
- Working with suppliers
- Managing quality
- The sales process

2.4 Making financial decisions

- Business calculations
- Understanding business performance

2.5 Making human resource decisions

- Organisational structures
- Effective recruitment
- Effective training and development

OCR Cambridge Nationals Enterprise and Marketing

CURRICULUM OVERVIEW AND INTENT

Learners can opt to study Business Studies at KS4. Our chosen course is the Cambridge National in Enterprise and Marketing (J819).

This course has three compulsory units:

- R064 - worth 50% of learners' total grade, assessed by external examination.
- R065 - worth 25% of learners' total grade, assessed internally through a portfolio of work that gets externally moderated.
- R066 - worth 25% of a learners' total grade, assessed internally through a portfolio of work that gets externally moderated.

We have carefully mapped out each unit to ensure any cross over between sections of work is utilised to allow learners to retrieve and apply previously taught content.

We believe our curriculum in Business Studies:

- Prepares learners for future study and the world of work; there are key elements, such as the professional pitch in R066, that give learners experiences that they will require later in life.
- Is broad and balanced with a range of different skills assessed throughout. The course we have chosen includes elements of written work, design work, practical presentation work and mathematics.
- Offers regular opportunities for retrieval of taught material to enable learners to better access external examined elements of the course.
- Is accessible for all learners; the course is suitable for low ability learners as it gives them access to achieve a level 1 qualification if their points are insufficient for a level 2 qualification. The course also gives high ability learners opportunities to achieve grades up to an equivalent to an 8.5 overall.

- Is sequenced logically to enable learners sufficient time to complete the coursework units whilst giving regular opportunities to revisit taught content in preparation for their R064 exam.

Key Stage 5

Unit 1: Financial planning and analysis

- Investigate why business enterprises plan their finances.
- Investigate the key elements of financial planning that managers and entrepreneurs must understand.
- Consider how managers and entrepreneurs monitor the financial performance of an enterprise.
- Assess information to enable stakeholders to make decisions about the financial performance of an enterprise.

Unit 2: Business Dynamics

- Understand business organisations.
- Investigate business advantages.
- Consider business dynamics.
- Assess business potential

Unit 3: Entrepreneurial Opportunities

- Understand enterprising behaviour.
- Investigate customer value propositions for personal enterprise.
- Consider marketing and operations activities for personal enterprise.
- Review the risks and uncertainties of personal enterprise.

Unit 4: Managing People

- Investigate the roles of managers and leaders in a changing environment.
- Investigate the factors affecting the performance of employees within organisations.
- Assess the ability of managers to lead and empower employees.
- Assess the use of leadership and empowerment to implement organisational change.

Unit 5: Developing a business proposal

- Investigate potential business ideas.
- Develop a business proposal.
- Present a business proposal to funding providers.
- Review a business proposal

Unit 8: Marketing Communications

- Investigate small business marketing communications
- Plan a marketing communications strategy
- Develop a marketing communications mix
- Recommend a schedule of marketing communications

What we think is important about our subject?

With the ever growing emphasis on schools preparing students for the world of work, Business Studies equips students with the knowledge and skills necessary to have a broad understand of how businesses work from different perspectives. Enterprise education was a major focus during the curriculum reform for Business Studies and through the Cambridge Nationals course in particular students will develop the necessary research, communication and transferable skills they need in order to be tomorrow's business leaders.

There is a strong literacy and numeracy focus within Business Studies, allowing students to apply these skills in different business scenarios. For example students have to research a business idea and the resources required, work out costings for this and potential revenues. From this they would then create cash flow forecasts, break even charts, income statements and statements of financial positions. These research and problem solving skills are developed in an engaging way.

The Curriculum

Within Business Studies courses have been selected to suit the needs of the students at Hilbre, ensuring that they are engaging and able to stretch all students. Whether students are studying GCSE or Cambridge Nationals the resources created are engaging and through the use of real life examples put the theory in to the real world, so students can see how what they are learning in the classroom transfers to actual businesses.

In Business Studies students are required to work independently and develop their communication skills by presenting to the class. This builds resilience and confidence in our students. Through the writing of coursework students develop their ICT skills which is transferable to other subjects across the school and beyond their time at Hilbre.

What are your assessments?

Key Stage 4

GCSE

Each topic outlined above is expected to take roughly a half term. This comprises of the delivery of the theory, past paper questions throughout to assess knowledge and skills as we move through the theory, a revision lesson and an end of topic test that mimics a GCSE paper. As the year progresses and more topics are studied more questions will be added to assessments and students also have knowledge tests in the form of MCQ tests. At the end of each theme students have covered five topics and sit a past paper as a mock.

OCR Cambridge Nationals Enterprise and Marketing

Students complete three units, two of which are internally assessed coursework units and one external examination. For coursework students are given roughly five to six months to cover the theory and completion of the unit. Each unit is split in to three different learning aims which cover Pass, Merit and Distinction criteria.

The external examination is taught over five months and students are assessed using questions throughout the theory to check knowledge and examination skills and at the end of each learning aim students have an end of topic assessment. At the end of the theory, before the examination students will sit a mock examination.

Key Stage 5

Units 1 and 4 as outlined in the first section are both external exams that are delivered from September to January in Years 12 and 13. At the end of each topic students have a test using past paper questions. There is a resit opportunity in the Summer examination series for both exams.

Unit 3 is a coursework based unit that is externally assessed by the exam board. This is not marked by the teacher, who is not allowed to look at the students work during completion.

Units 2, 5 and 8 are internally assessed coursework's that are marked by the teacher. Each unit is split up in to tasks and at the end of each task students have the opportunity to get corrections and feedback from the teacher.