

Business & Media Department



We live in an increasingly digital world. In the Business and Media department at GCA we aim to equip students with the knowledge and understanding to navigate this world safely and effectively and to develop the skills they will need to specialise either when they progress to further study beyond KS4, or to become effective and independent entrepreneurs or media producers.

We aim to inspire our learners to discover and develop diverse interests and talents via an ambitious and well-planned curriculum, that encourages all learners at all levels to be brave, be creative, experiment and evaluate the modern world around them. We rigorously plan our schemes of learning to ensure they are reading rich, and we encourage our learners to develop a deep and broad understanding of the wider world, and the implications of life as British citizens in the digital age. This ensures they develop the cultural capital they will need in the future, and builds the character and resilience they will need to become successful citizens of this digital age.

We offer a choice of Key Stage 4 pathways, giving students the option to study either GCSE Business or OCR National in Creative iMedia. The close links between these subjects mean many students chose to study both, but still have the opportunity to learn each subject in greater depth. This ensures students are able to study a course that fits their preferred interests in greater depth and gives them the opportunity to forge a passion for a particular subject area and afford them the opportunities to study this subject beyond GCA and progress to higher education. We ensure the curriculum is well conceived to encourage students to develop not only a strong theoretical understanding of the core aspects of business and media studies, but also strong practical ICT skills they will need cross curricular in Key Stage 4 and beyond. We robustly evaluate our curriculum on an ongoing basis to ensure it is up to date with developments in such a dynamic subject area. We encourage students to become independent digital users, and challenge them to be brave, experiment, embrace failure as a natural part of learning.

We incorporate aspects of work-related learning throughout the key stage and encourage students to develop a knowledge and appreciation of careers in Business and Media and to give them the confidence to see how the knowledge and skills they build with us, can be used to forge successful careers beyond GCA and into the Business and Media world. We encourage learners to engage in the Young Enterprise program, and to become part of the school media team to further develop these real-world business skills.

Above all else, our curriculum is designed to ensure all learners are allowed the opportunities to realise their area of talent, to excel in that area, become happy and confident individuals and achieve great things.