

Business Studies



Department Intent: To engage students in a variety of learning experiences that improve their understanding of business enterprise whilst developing their awareness of the impact that business can have on the local, national, international environment. To develop students into resilient, independent and enterprising individuals – academically, practically and morally.

KS4

Intention Overview:

Curriculum Knowledge	
<p>Year 10: Students begin with the Business Activity unit which looks at business start-ups, enterprise, legal structures, growth and location. They then move on to looking at Marketing in terms of research, segmentation and the marketing mix followed by a detailed look at the Human Resources function within a business and how this aids recruitment, selection, structure and motivation.</p> <p>Year 11: Students will study Business Operations which will cover methods of production, the importance of quality, the supply chain and customer service. This is followed by a detailed overview of Business Finances such as sources, profit and loss, cash flow, break-even and investment appraisal before moving on to look at the Influences on Business from the external environment.</p>	
Skill Development	
<p>Subject Specific Skills:</p> <ul style="list-style-type: none"> Numeracy – key formulas and concepts e.g. break-even; cash flow; ARR; profit; loss. Numeracy – in context e.g. percentage changes in sales; calculating market share. Selection of relevant information from case study material. Application and understanding of specific key terms to the given context. 	<p>Wider Academic Skills / Attributes:</p> <ul style="list-style-type: none"> Evaluation – weighing up pros and cons and making reasoned judgements. Analysis – being able to form logical chains of analysis/ reasoning. Data interpretation from given evidence. Numeracy skills.
Personal Development - SMSC and Cultural Capital (opportunities/experiences)	
<ul style="list-style-type: none"> Understanding of how business contributes to society. What businesses do and should do to limit their impact on the environment. Ethics vs profit? Social enterprises – how they help local and wider needs in society through business. Engaging with local business entrepreneurs – giving students a wider look at different types of business entrepreneurs/ opportunities. Through Travel and Tourism, students to visit and engage with places of interest in and around the area (e.g. Yorvik) Link the Travel and Tourism course to the local industry in York. 	

Implementation:

- The curriculum for Business Studies is planned around the specification guidance from EDUQAS delivered by a logical order of lesson content. This is reviewed on an annual basis and changes made if necessary.
- All class work and assessments will be found in their exercise books.
- Assessments are based on school policy guidelines - every HT has 2 assessment points. These test key terms and exam skills – knowledge and understanding (AO1), application (AO2) and analysis and evaluation (AO3). This includes provision for End of Unit assessments.
- Assessments will be marked and students set a clear target. COW time will be used on completion of the assessment which students will complete in a green pen.
- An assessment calendar is in place for KS4, and is reviewed annually.
- Revision guides and cards are available in school.

Measuring Impact:

- Learning walks and work scrutiny undertaken regularly to check a consistent approach across classes.
- Centralised tracking of marks in a departmental folder.
- GCSE final outcomes to be in line with expected SPI.