

Curriculum Purpose Statement – Business, Enterprise & Economics

The central objective of the Business faculty is to educate students in such a way that they are able to play a future role in the UK's global economic status. Enterprise is an important part of the business sector and central to the lives of our students as UK citizens of the future. Demand for employment in the area is likely to continue to rise and expand, playing a key role in UK society. It is important that our learners develop the key transferable skills to fill these careers. The role of entrepreneurs is to help create wealth for the nation and its citizens through the creation of enterprises that innovate and grow the economy. There are nearly 5 million such businesses in the UK, employing about 14.4 million people. In 2015, small and medium enterprises contributed to £24 billion in the UK economy. Our rationale is to provide a fluid and dynamic knowledge rich KS4 option curriculum, which gives learners, access and progress to KS5 and beyond.

Both Enterprise and Business are thoroughly interactive learning experiences, and students learn by contextualising topical business case studies and taking part in enterprise activities. We hope that students therefore view Business as a topical, interactive and interesting subject. Learners are given the opportunity to develop ideas for various enterprise activities and plan how best to set these up and fund their ideas. Learners work together, developing their key important skills which are useful in any industry, such as problem solving, decision making, innovation, project management, team working and communication. Our learners are also given the opportunity to plan their finances, including cash flows and how to take a product to market. Learners will also benefit from taking part in relevant personal career planning and development. They will research job role, complete and application forms and take part in a mock interviews. Learners will also benefit from guest speakers from their local community and further afield.

From an academic perspective it is our aim that students continuously develop skills such as evaluating, analysing, applying and communicating to equip them for short term success in exams but also longer-term success in the world of employment. Learners can use the knowledge and skills from GCSEs generally, giving them the opportunity to apply their academic knowledge to everyday work contexts. It does not limit progression options, because the skills acquired are applicable to a range of future pathways.

By the end of KS4 students will:

- Have studied elements of Business and Enterprise and have gained an understanding of the importance of political, economic, environmental, legal and technological and social changes in society which are impacting on global business.
- Be confident in conducting calculations based upon numerical data. They will be able to effectively interpret findings from the data.
- Develop the vital skills needed to gain the best grade possible, for their individual ability and used these skills in a structured and analytical manner to produce high quality answers and evidence of for coursework.
- Have had a positive experience and built confident and professional relationships with staff which enables them to communicate with adults in a confident manner.
- Start to make insightful and qualified judgments in their writing which enables them to arrive at a judgment as to which particular business strategy or decision is most fitting.
- Develop trust in the staff, fostering positive relationships, resulting in a good number opting to study Business or Economics on a further Level Three qualification.

By the end of KS5 students will:

- Have studied an array of Business models, theories and concepts that facilitate managing business change.
- They will have acquired the skills to confidently conduct calculations based upon numerical data. They will be able to effectively interpret and analyse findings from the data.
- They will be able to accurately draw, label and analyse economic modelling diagrams that cover both the micro and macro- economic specifications
- Have taken the opportunity to choose to research a range of businesses to be able to incorporate specific examples into either essay questions or coursework tasks. They will have developed independent research skills to equip them for university or the world of work.
- Develop the vital skills needed to gain the best grade possible, for their individual ability and used these skills in a structured and analytical manner to produce high quality answers and coursework evidence.
- Have had a positive experience and built confident and professional relationships with staff which enables them to communicate with adults in a confident manner. This hopefully will equip them for the demands of university or the world of work.
- Be able make insightful and qualified judgments in their writing which enables them to critically assess the business decision making process.