

# Business Studies Curriculum Intent

## Curriculum statement

North Road Academy has chosen the AQA syllabus for Business Students since it has a specification that is a clear and sound basis for the development of skills in this subject area.

This new specification will give you students the opportunity to explore real business issues and how businesses work. The clear and straightforward will support your teaching and students' learning.

### A relevant and diverse specification

Students will consider the practical application of business concepts. The units provide opportunities to explore theories and concepts in the most relevant way, through the context of events in the business and economic world.

The knowledge and skills gained from this specification will provide our students with a firm foundation for further study.

### Clear, well structured exams, accessible for all

To enable our students to show their breadth of knowledge and understanding, we will follow the simple and straightforward structure and layout for both papers, using a mix of question styles.

### **Curriculum Intent – what is North Road aiming to achieve through its Business Studies curriculum?**

- **The business environment is dynamic and complex.**
- **This justifies the need to provide a robust and exhilarating business curriculum at GCSE level that is theoretically and practically apt for the global business environment.**

- To empower our students to be proactive, creative and confident in adapting to the challenges caused by the ongoing social, legal, economic, political and technological changes in our modern world.
- To give them life skills, entrepreneurial competencies and the ability to make effective decisions and problem solving both as consumers and prospective workforce.
- The opportunity to analyse the impact business activities can have on the spiritual, moral, social and cultural developments of their generation and society at large.
- Students developed in depth knowledge and understanding of ethicality of business operations with particular reference to fair trade, climate change and the corporate and social responsibility of all businesses in their wider communities.

## Intent

### Business Studies Emphasis at North Road

- **Syllabus FLOW** – studies will follow the UNIT flow as laid out by Edexcel IGCSE so has to gain the fundamental basics, e.g. type of ownership etc, which can be recalled frequently through further units
- **Assessments** – these will incorporate Edexcel type GCSE question type, content coverage and A01-04 coverage as soon as possible. Case study type questions will be cover as soon as possible to gain the needed skills.
- **Application to personal and local perspective** – Students will be prompted to apply concepts to the LOCAL and National perspective – thus, they will be able to see the relevance of the subject in their lives.
- **VARIED assessment** – Students will be given a range of ONGOING assessment as AFL, opportunities for different learners to attain knowledge and get feedback
- **EXTENSION** – ALL students will be given various channels to read/follow to support their learning outside of the classroom – YouTube, BBC bitesize and websites

- **21<sup>st</sup> Century skills** – Application within the classroom should allow for collaboration, communication, critical thinking and creativity – especially with assignments and projects

## Importance of PROJECTS – Business in ACTION

If students put concepts into ACTION they will not only understand them better, but they'll also be much more STIMULATED by the experience. Thus, each term, opportunities should be given for GROUPS to plan and implement a PROJECTED linked to that UNITS ( and previous units learning)

## Implementation

| Year             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| year 1 - year 10 | <p><b>1 – Business activity and influences on business</b> This section covers the various objectives of a business, changing business environments and the criteria for judging success. The focus is on the importance of having clear business objectives and how the business environment provides opportunities for, and imposes constraints on, the pursuit of these objectives.</p> <p>Half-term 1 -3</p> <p><b>2 – People in business</b> This section looks at people in organisations, focusing on their roles, relationships and management in business.</p> <p>Half Term 4 - 6</p> |

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| <p><b>Year 2 - Year 11</b></p> | <p><b>3 – Business finance</b> This section explores the use of accounting and financial information as an aid to decision making.<br/>Half Term 1 - 2</p> <p><b>4 – Marketing</b> This section focuses on identifying and satisfying customer needs in a changing and competitive international environment.<br/>Half-Term 2</p> <p><b>5 – Business operations</b> This section examines the way organisations use and manage resources to produce goods and services.<br/>Half - Term 3</p> |
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## Impact

- Students will find their studies enjoyable through student-centered lessons
- Students through their studies may choose to extend their studies at A level of Btec levels after gaining a sound foundation in the subject
- Students will understand all concepts fully and be fully able to apply, analyse and evaluate as per assessment objectives
- Students will achieve positive outcomes in internal and external assessments, GCSEs
- Students will improve and build 21st Century skills through the teamwork, enrichment and other Business activities