



## Business Curriculum Intent

### Subject vision:

The world of business is extremely relevant to all students. They will one day earn a living by being employed or owning their own business. The more a young person understands about the world of work and the economy in which they will operate, the more successful they will be in their chosen field and life in general.

The intention of the Business Department at Helsby High School is to deliver a curriculum that is interesting, relevant, and challenging. It is a curriculum that enables all students to meet their aspirations. There is a combination of practical, theoretical, individual and group learning in order to cater for a variety of learning styles. As well as the knowledge needed to succeed, students will develop employability skills such as working with other people, being reliable and dependable, and a willingness to learn.

We deliver our curriculum intent on a subject level by:

### **KS5: BTEC Level 3 Business Extended Certificate**

#### **Unit 1 Exploring Business (Year 12)**

This is an internally assessed unit that covers the following learning aims:

- a) Explore the features of different businesses and analyse what makes them successful
- b) Investigate how businesses are organised
- c) Examine the environment in which businesses operate
- d) Examine business markets
- e) Investigate the role and contribution of innovation and enterprise to business success

#### **Unit 3 Personal and Business Finance (Mandatory Unit) (Year 12)**

This is an externally assessed unit and the following learning aims will be covered:

- a) Understand the importance of managing personal finance
- b) Explore the personal finance sector
- c) Understand the purpose of accounting
- d) Select and evaluate different sources of business finance
- e) Break-even and cash flow forecasts
- f) Complete statements of comprehensive income and financial position and evaluate a business's performance

#### **Unit 2 Developing a Marketing Campaign (Mandatory Unit) (Year 13)**

This is an externally assessed unit that covers the following learning aims:

- a) Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign
- b) Using information to develop the rationale for a marketing campaign
- c) Planning and developing a marketing campaign

#### **Unit 8 Recruitment and Selection Process**

This is an internally assessed unit and the following learning aims will be covered:

- a) Examine how effective recruitment and selection contribute to business success
- b) Undertake a recruitment activity to demonstrate the process leading to a successful job offer
- c) Reflect on the recruitment

**Enrichment: Certificate in Financial Studies (London Institute of Banking and Finance).** This course is equivalent to half an Advanced Level qualification and offered to Year 12 students. It teaches young people the core disciplines of financial education. Students are encouraged to become responsible borrowers and sensible savers, and to appreciate the need for financial planning throughout their life.

In Business students '**Achieve success**' by:

Encouraging high aspiration and a love of learning	<ul style="list-style-type: none"> <li>• Regular department meetings to organise curriculum content and delegate tasks to ensure the curriculum is implemented effectively</li> <li>• Curriculum implementation is designed to ensure that all learners develop transferrable employable skills</li> <li>• Encourages students to take risks in their learning</li> <li>• Develop high levels of ICT skills</li> </ul>
Maximising progress and potential	<ul style="list-style-type: none"> <li>• Starters, main and plenaries to ensure that the information is embedded in our students' long term memory</li> <li>• 1:1 support available during break and lunch time to provide extra guidance</li> <li>• Regular 'review dates' to ensure students understand the content and can apply it confidently</li> </ul>
Providing rewarding learning experiences	<ul style="list-style-type: none"> <li>• Well-resourced department that has teachers who specialise in each unit</li> <li>• Interview practice/assessment centre activities</li> <li>• Plenty of opportunities to reflect and improve their critical thinking skills</li> </ul>
Offering diverse opportunities	<ul style="list-style-type: none"> <li>• Students are given guidance booklets for each unit and learning aims to guide their learning</li> <li>• Every student has access to past papers and revision material</li> <li>• Well-qualified teachers with expert knowledge</li> </ul>
Recognising and celebrating all achievement	<ul style="list-style-type: none"> <li>• Students are made aware of their target and predicted grade</li> <li>• Regular communication, constant feedback on areas of strength and improvement</li> <li>• Business continues to perform above national average</li> </ul>

In Business, students **'Value Others'** by:

Contributing to a safe school environment	<ul style="list-style-type: none"> <li>• Business lessons take place in safe, well managed and organised environments</li> <li>• Students are well aware of safety when using ICT</li> </ul>
Showing tolerance, respect and fairness	<ul style="list-style-type: none"> <li>• BTEC Business focuses on exploring business opportunities, this allows students to be creative and think outside the box</li> <li>• The course is designed to ensure that they are prepared for the real business world, such as taking part in interviews, reflecting on their practice, and improving their employability skills</li> </ul>
Listening to and respecting others' views	<ul style="list-style-type: none"> <li>• Regular group work</li> <li>• Presentations</li> <li>• Assessment centre activities</li> </ul>
Appreciating and embracing diversity	<ul style="list-style-type: none"> <li>• Students learn about recruitment and selection within a business</li> <li>• They also learn about ethics and business law</li> </ul>
Being an active member of our school and local community	<ul style="list-style-type: none"> <li>• Students have the opportunity to work with local businesses and meet new people</li> <li>• Our business curriculum offers students the opportunity to analyse different aspects of business activity</li> <li>• Students will learn about long and short term sources of finance – this enables them to gather a deeper understanding into the real world of finance</li> </ul>
Co-operating with others	<ul style="list-style-type: none"> <li>• Research and team working activities to encourage students to strengthen their communication skills</li> <li>• Quantitative and qualitative research projects to prepare students for apprenticeships/university life</li> </ul>