



Enterprise and Marketing 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 or exceed 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:

KS4 Cambridge Nationals Enterprise & Marketing Level 2

The course comprises of three mandatory units:

- R067 – An externally examined unit that is worth 40% of a learners’ final grade.
- R068 – An internally assessed unit which requires learners to develop a product in response to a given business scenario (referred to as the ‘business challenge’).
- R069 – An internally assessed unit in which learners pitch the product idea they developed in R065. Internally assessed units each contribute 30% to a learners’ final grade for this qualification.

Enrichment: Students are given the opportunity to engage with enterprise tasks and competitions when available.

In Business and Enterprise and Marketing students ‘**Achieve success**’ by:

Encouraging high aspiration and a love of learning	<ul style="list-style-type: none"> • Weekly department meetings to organise curriculum content and delegate tasks to ensure the curriculum is implemented effectively. • Curriculum implementation is designed to ensure that all learners develop transferrable employable skills. • Encourages students to take risks. • High level of ICT skills.
Maximising progress and potential	<ul style="list-style-type: none"> • Starters, main and plenaries to ensure that the information is embedded in our students’ long term memory. • 1:1 support available during break and lunch time to provide extra guidance. • Regular ‘review dates’ to ensure students understand the content and can apply it confidently.

Providing rewarding learning experiences	<ul style="list-style-type: none"> • Well-resourced department which has specialist resources to support each unit of work. • Interview practice/assessment centre activities. • Students have plenty of opportunities to reflect and improve their critical thinking skills.
Offering diverse opportunities	<ul style="list-style-type: none"> • Students are given guidance booklets for each unit and learning aims to guide their learning and progress. • Every student has access to past papers and revision materials. • Well-qualified teachers with expert knowledge in this field.
Recognising and celebrating all achievement	<ul style="list-style-type: none"> • Students are made aware of their Target Grades, their Predicted Grades and thus their progress. • Regular communication, constant feedback and areas of improvement are discussed. • Business and Enterprise and Marketing continue to perform above national average.

In Business and Enterprise and Marketing, students '**Value Others**' by:

Contributing to a safe school environment	<ul style="list-style-type: none"> • Lessons take place in safe, well managed and organised environments. • Students are well aware of safety when using ICT
Showing tolerance, respect and fairness	<ul style="list-style-type: none"> • Business and Enterprise and Marketing focuses on exploring business opportunities; this allows students to be creative and think outside the box. • The course is designed to ensure that students are prepared for the real business world, such as taking part in presentations, conducting research and improving their employability skills.
Listening to and respecting others' views	<ul style="list-style-type: none"> • Regular group work to encourage collaboration. • Presentations to share knowledge and views with peers. • Assessment centre activities.
Appreciating and embracing diversity	<ul style="list-style-type: none"> • Students learn about recruitment and selection within a business. • They also learn about ethics and business law.
Being an active member of our school and local community	<ul style="list-style-type: none"> • Students have the opportunity to work with local businesses and meet new people.

	<ul style="list-style-type: none">• Our curriculum offers students the opportunity to analyse different aspects of business activity.• 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.
Co-operating with others	<ul style="list-style-type: none">• Research and team working activities are used to encourage students to strengthen their communication skills.• Quantitative and qualitative research projects to prepare students for apprenticeships/university life.