

All Saints Academy

Business KS4: Statement of Intent

At All Saints Academy we strive for our Business curriculum to equip all of our students with the skills necessary to progress into the next stage of their life, whatever they may choose to do. The Business curriculum is closely linked with the Academy vision of 'Living Well Together with Dignity, Faith and Hope'. In GCSE Business students will study the world around them through the vehicle of business and will look at whether businesses treat others with the dignity that they deserve, and if they do not, what can be done about it. There is a significant focus on how to start and run a business giving students the hope that they will be successful in the future. The course focus on the different types of businesses, how they can be set up and then how they are run.

We ensure that there are no boundaries to learning in business by equipping all of our students with revision guides for their exams. These contain key knowledge to help students revise and exam questions so that students are fully prepared for their exams. To show how businesses operate we take students to Cadbury's World where students get to experience how a real production line operates, this is fully funded for Pupil Premium students.

Business is offered at A level, meaning those with a flair for the subject are able to study the subject at a higher level and develop their skills even further in this area.

Research informed practice in Social Sciences (Business):

Business is a subjects that harnesses and develops both the literacy and numeracy skills of the students that study it, therefore it is vital that teachers of the subject can effectively deliver a its substantive, but also disciplinary knowledge, effectively so that students are able to reach their potential. This is also taking place in an ever evolving business environment and therefore the teaching of the subject must evolve with it. Lord Young highlights an example of this change in the report Enterprise for All, The Relevance of Enterprise in Education (2014) when he talked about how business courses should be looked at in terms of the skills needed by today's employers. An example of how the course has been adapted to ensure this takes place is by looking at the use of social media and how firms use this to their advantage over traditional methods of promotion.

Although 'Huh' does not have a specific chapter dedicated to business, there are lessons to be learnt from its other chapters, for example the geography section encourages students to look at the bigger picture, a skill which is vital in business as different sections of the course relate to each other. For example the 4Ps is taught relatively each as so many other sections need to link back to this key concept and have an impact on the overall picture of a firm.

Specific support planned for SEND students:

In Business, each lesson has an exam style question worth 3, 6 or 9 marks. Students are shown the method of answering each type of question, and model answers are provided. As with other subjects the new learning is explained in small steps to allow for simpler comprehension, and the teacher is able to support where needed. Learning mats are used and provide useful key words and key concepts.

Substantive Knowledge

Students will not have studied business before starting the course, so everyone starts on an even footing. The beginning of the course focuses on the fundamentals of what we mean by business and what businesses actually do. The course develops into how business ideas are developed and how business then split up a market into different sub-sections. There is a focus on cash and profits, what they mean and the differences between them the two terms. There is a significant focus on how businesses actually operate, so students study the four main functional areas of a business which are marketing, finance, operations and human resources. The course also prepares students to be good global citizens so looks at how businesses impact of the environment as well as other ethical considerations such as the exploitation of labour in developing countries.

Disciplinary Knowledge

The key skills that Business students need to develop whilst studying business is to be able to apply knowledge into a new situation, analyse a situation and be able to evaluate options. Students will learn to apply knowledge into new situations at various points in the course when they are taught theory, but it is then look at in different contexts. For example, how can quality be applied into different types of business and what does 'good quality' look like in different businesses. Students will learn to analyse situations and develop logical chains of argument. This means that they will be able to look at a case study and determine the implications of a decision. For example if a business were to switch from hand made to machine made products, what would be the implication of this. Students will also learn to evaluate different options with the evidence that has been provided, a skill that is transferable into a number of different subjects.