



SHIRLEY HIGH SCHOOL PERFORMING ARTS COLLEGE

Our Vision:

To develop aspirational learners who strive for excellence academically, creatively and culturally, benefitting from a wide range of opportunities led by inspirational educators.

BUSINESS STUDIES DEPARTMENT

Intent of the curriculum:

To develop aspirational students who strive for excellence academically, creatively and culturally, benefitting from a wide range of opportunities led by inspirational educators

To provide the students with an insight to how businesses operate within the real world and understand the integration of every functional area within a business. In addition, to nurture students to have a lifelong interest in the development of businesses locally, nationally and internationally. Also to enable students to:

- know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
- develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems
- develop as effective and independent students, and as critical and reflective thinkers with enquiring minds
- use an enquiring, critical approach to make informed judgements
- investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business
- develop and apply quantitative skills relevant to business, including using and interpreting data.

Implementation:

At Key Stage four:

Business studies is an optional subject at Key Stage four. Students will follow curriculum maps and medium term plans which have been developed from the Edexcel specification.

In year 10 students examine theme 1 which concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business.

Students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions.

Students will develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates and how they underpin business decisions.

In year 10, students will investigate five main topic areas which concentrate on the starting of a business:

- Topic 1.1 Enterprise and entrepreneurship – students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.



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- Topic 1.2 Spotting a business opportunity – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.
- Topic 1.3 Putting a business idea into practice – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.
- Topic 1.4 Making the business effective – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.
- Topic 1.5 Understanding external influences on business – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.

In year 11 students examine theme 2 and how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows.

Students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions.

National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses.

Students will develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students will understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions.

In year 11, students will investigate another five topic areas, which concentrate on the growing business:

- Topic 2.1 Growing the business – Learners are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.
- Topic 2.2 Making marketing decisions – Learners will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.
- Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.
- Topic 2.4 Making financial decisions – Learners will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.



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- Topic 2.5 Making human resource decisions – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.

At Key Stage five:

The Shirley High School Business studies journey continues and is an established option at Post 16. Curriculum maps, medium term plans and lessons are varied and provide development of the topics they may have learned at key stage four. The students have 2 options available at post 16, either A level business or the BTEC National Extended Diploma in business studies.

A level Business Studies:

At the end of the 2-year course students will sit 3 external exams.

- Paper 1: Marketing, people and global businesses (35% of the qualification)
- Paper 2: Business activities, decisions and strategy (35% of the qualification)
- Paper 3: Investigating business in a competitive environment (30% of the qualification)

The course will take the thematic approach covering the following themed areas of study.

- In theme 1, students are introduced to the market, explore the marketing and people functions and investigate entrepreneurs and business start up. It enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Students will be learn to understand how businesses need to adapt their marketing to operate in a dynamic business environment. Students will also consider people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.
- In Theme 2, students develop an understanding of raising and managing finance, and measuring business performance. Students will investigate the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. Students will look at the external influences that have an impact on businesses, including economic and legal factors.
- In theme 3 moves from functions to strategy, enabling students to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues. Students analyse corporate objectives and strategy against financial and non-financial performance measures and how businesses grow, and develop an understanding of the impact of external influences. The theme covers the causes and effects of change and how businesses mitigate risk and uncertainty.
- In theme 4, students investigate businesses that trade on a global scale and explore their reasons for doing so. Students will develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.

BTEC National Extended Diploma in Business Studies:

This qualification gives students experience of the breadth and depth of the sector that will prepare them for further study or training. This includes the opportunity for learners to choose several topics from a selection



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of options reflecting the progression pathways in business. Students will have to complete 4 externally marked exams including:

- Exploring Business
- Developing a Marketing Campaign
- Personal and Business Finance
- Principles of Management.

Students also have to complete 9 optional units selected by the teaching staff and have been designed to support progression to business courses in higher education, and to link with relevant occupational areas.

Homework will be set to be completed in independent study and at home, working on researching for assignments, completing contextual work surrounding assignments being set and the assignments themselves.

Independent tasks will form the basis of a large portion of the learning, as students will be encouraged to explore functional areas within business. Specialist staff will guide learners and their confidence developed as they progress through the written units set. Debates and presentations will be used to develop and assess understanding regularly, as learners increase their awareness of the world beyond their immediate personal sphere they will be encouraged to express their opinions in structured, respectful debates that will enrich the knowledge delivery portions of each written unit.

Impact:

The impact of our departmental curriculum will be to develop aspirational students who strive for excellence academically, creatively and culturally, benefitting from a wide range of opportunities led by inspirational educators.

The curriculum will be assessed throughout the year using regular formal and informal assessment and using the different types of data available to us. This data will include exams results analysis, examiners reports, emerging research. We also seek to collaborate with colleagues from different centres and keep up to date with the latest developments in business studies. We will use a systematic approach to giving students verbal feedback to encourage students to make further progress and develop an intense desire to achieve their potential.

In formal assessment, department plans for the each individual to succeed to ensure all students can access the medium term plans. In PPE results, for both KS4 and KS5, the majority of the students achieve on or above their Shirley Targets. The Department exam reports for both KS4 and KS5 to impact on the development of the curriculum the following year.

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We want all at SHS to believe in and maintain the values of our school:

