

Curriculum Vision

Faculty	Expressive and Creative arts	Subject	Business
----------------	------------------------------	----------------	----------

Our Vision

Faculty Vision

The Business and IT department comprises of the following subjects: Business Studies, Information Technology and Computer Science. Our overall vision for the faculty is to produce independent learners who have an excellent understanding of all aspects of the world we live in and who are equipped to succeed in this modern technological world. We endeavor to encourage learners to make links between employment and careers. They will enhance their creativity to solve problems be it in a practical environment or in theory. We strive to keep our curriculum relevant and up to date.

Curriculum Intent

Businesses are created, evolve and thrive in response to the needs of the global market whilst influencing future trends and developments. At John Willmott School our Business pupils experience an exciting curriculum that reflects these patterns, business law, management, marketing and economics as they build their knowledge and understanding of global wealth and well-being. We are committed to develop pupils to be the leaders and entrepreneurs of the future who create, share and use their understanding to help businesses flourish in local, national and international markets.

Our curriculum is a blend of theory and real-life application of how businesses react and adapt and we purposefully sequence knowledge that enables our students to analyse supply and demand, creating innovative solutions in response.

Our pupils learn the detail underpinning business ownership, operations, human resources, marketing, finance and how they react to external influences such as the economy, competition, globalisation and legislation. This ensures the bedrock of knowledge for successful businesses to succeed in competitive markets.

Through modelling and nurturing deep interest in Business Studies, our pupils will become:

- equipped with the knowledge and skills to be successful in the wider business world
- curious and creative thinkers, with the ability to find solutions
- confident when making decisions in ever changing, often challenging circumstances
- aspirational when making business and employment choices
- articulate and highly informed leaders of the future

The world of business is extremely relevant to all pupils. They will one day earn a living by being employed or owning their own business. The more a pupil 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 sole intention of the faculty is to deliver a curriculum that is interesting, relevant, and challenging. It is a curriculum that enables all pupils 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.

Students learn in a variety of different ways from practical application to real life businesses to exploration of articles.

KS4

Pupils will gain an understanding of current business decisions and develop an insight into the choices small, medium, and large businesses face in the changing external environment. Pupils will develop valuable analytical

and evaluative writing skills, which are a necessity in further education. The course focuses on the decisions entrepreneurs and established managers make to start or grow their business. Students will develop their understanding through:

- The learning of key terms and theories within the syllabus.
- Analysing information found in case studies and using this information to develop arguments for and against a management decision.
- Discussing business decisions made by entrepreneurs and managers with peers.
- In depth analysis of businesses strengths and weaknesses in relation to core functions of a business; Marketing, Human Resources, Operations and Finance.
- Using calculations to support an entrepreneurial or managerial decision.

Curriculum Sequencing Rationale and Implementation

Business studies is a rich and varied subject that prepares students for all aspects of working life. No matter what industry students will eventually find themselves in after their learning journey, they will need to work successfully and understand the nature of working in an organisation with other people and clear objectives. People who are successful in business not only transform their own lives but the lives of others, James Dyson helped keep our houses clean and Steve Jobs connected us to the world around us through his revolutionary Apple products. Business studies is a broad and fascinating subject that keeps evolving as the world that we live in as employers, employees and consumers does to. Business studies therefore underpins almost any role and as such can offer exciting and well-paid careers.

This qualification will give pupils the opportunity to explore real business issues and how businesses work. Students will consider the practical application of business concepts whilst adopting a holistic approach to the subject, the course demonstrates the interrelated nature of business using business models, theories, and techniques to support analysis of contemporary business issues and situations to provide a dynamic specification. The depth and breadth of the content is designed to engage and inspire students through topics and issues that are relevant in today's society – they will study key contemporary developments such as digital technology and business ethics which typically looks at how businesses make decision and their community involvement, helping students to reflect critically on theirs. The curriculum continues to focus on developing resilient learners who are able to recover from mistakes and effectively solve problems. This will help develop lifelong learning and future preparation. We endeavour to make the curriculum as fun and interesting as possible with a high level of challenge by offering breadth and depth of experiences for the students in order to motivate their active engagement and inspire them to be successful business people or even the next famous Entrepreneur! Our aim is to ensure that you develop and achieve Business understanding that is directly transferable, not only to other subjects, but also beyond, developing a wide range of practical and theoretical skills that will prepare you for the future. Therefore, this course is aimed to prepare students with the knowledge, skills and confidence to be ready for the next stage of their life either in further education or career.

Business Studies is one of the most international studied subjects in the world, due to how broad the subject is. As a broad subject in the social sciences, business studies opens the study field to a focus of specialties such as accountancy, finance, organisation, human resources management and marketing. Business Studies is a great choice for anyone interested in the world of commerce and entrepreneurship. It's a great way to prepare for lifelong learning in the fields of business and management, and to equip yourself with the know-how to start up your own business or follow a career in finance, accounting, marketing or management post university. Through Business Studies GCSE, you'll engage with the world of business through the context of current business developments and real business situations. You'll learn how management, leadership and decision-making can improve performance in marketing, operational, financial and human resources and these areas as all components of the syllabus are covered in depth, developing your understanding and mastery of the subject. You'll also explore the interrelated nature of business activities and how they affect businesses, be they large or small, UK or internationally focussed and in different sectors such as service or manufacturing. You'll learn how to analyse competitive environments and markets; assess how ethical, environmental and technological factors influence decision making; use a range of quantitative and non-quantitative data to evaluate strategic and functional options; understand how decision made affect stakeholders and how they will respond. You will

explore how businesses act as responsible citizens and give back to the needs of their local community. You will learn how to motivate staff using a range of monetary and non-monetary methods. You will learn what makes an inspirational leader and how to get the best from your staff. You'll also develop your critical analysis, decision-making and problem-solving skills through challenging content and case studies. The knowledge and skills gained on this course can be utilised in a huge range of business and management fields, are transferable across many areas of study and professions and can be used to manage your personal decision-making, planning and finances.

We aim to enable students to develop a love for the subject and an understanding that there are no limits to their personal development in understanding the complexity of business and applying their expertise to business case studies in a consultative capacity.

Our vision is to provide quality business education to equip students to use organisational and holistic thinking and creativity to understand and change the world. Business Studies has deep links with Mathematics, Psychology, Sociology, and Design and Technology, and provides insights into both profit making and not for profit organisations.