

## Business Curriculum Intent

### Our ambitious aims:

**By the end of their time with us at Gloucester Academy, our students will be able to:**

- have a firm understanding of the business world, their role within it and the opportunities and threats it presents for them as individuals.
- have the entrepreneurial skills and business acumen required to be leaders of the future, empowered to change the business world.
- study Business related subjects at the best universities and colleges, projecting them into the best professions.

### Big ideas

**To achieve our aims, students will be exposed to and develop a deep understanding of several powerful Business concepts**

Concept	Definition	Rationale
<b>Business success</b>	<i>The concept of what a successful business looks like</i>	<i>Students will understand the variations of what a successful business might look like..</i>
<b>Marketing</b>	<i>How businesses make consumers want to buy their products and services</i>	<i>Students will understand the marketing decisions a business can make that will affect their sales, reputation and ultimately their success.</i>
<b>Financial decisions</b>	<i>How businesses use numerical data to support them in decision making</i>	<i>Students will be able to manipulate numerical data in order to support making business decisions. Students should accurately understand the use of financial data and how it supports the success of the business.</i>
<b>Human Resources</b>	<i>How the people working within a business are managed.</i>	<i>Students will understand the importance of hiring the right people, retaining them and motivating them as well as understanding the tools available to do this. Students should understand how people within a business can contribute to success.</i>
<b>Business operations</b>	<i>The methods a business use to turn raw materials into a product or service and get it to the customer.</i>	<i>Students understand the necessary operations within a business and can analyse how different methods of operating can contribute to success.</i>
<b>Economics</b>	<i>How governments allocate resources</i>	<i>Students will understand how the allocation of resources impacts on the operations and decision making process within businesses. Students will observe how the economy continues to change and influence businesses.</i>

### Curriculum journey

**In Business, our students will study an ambitious curriculum that is both challenging for all and broad and balanced in scope.**

Year	Summary of study	Narrative & Rationale
<b>10</b>	<u>Small businesses</u> Spotting business opportunities Legal structure Putting an idea into practice External influences	<i>In KS4 students begin by being introduced to the concept of the <b>business world</b>. As a previously unstudied subject, this provides a foundation of knowledge that will allow students to find success. In year 10 students will learn about the processes new, small businesses will go through in order to ensure they do not fall into the 90% of businesses which fail in their first year. In year 11 the focus changes to large businesses, where students will learn how business growth can occur, and the actions they can take to ensure business success. Both years of the course are weaved together through the key concepts of <b>Business success, Marketing, Finance, Human Resources, Business Operations and Economics</b>, exploring the impact of these concepts on a smaller and larger <b>scale</b>.            These concepts are weaved through the curriculum in order to ensure that students are empowered to make business decisions for a variety of businesses, understanding the impact it could have in any given example. Students need to be able to <b>contextualise</b> what they know to both small and large business case studies and analyse how decisions made may impact <b>business success</b>. In addition to this, students will have an awareness of the job roles created by business activity and how their skill</i>
<b>11</b>	<u>Large businesses</u> Growth Marketing Operations Finance Human resource	



*Helping each student to 'climb their own personal mountain to the very best university or profession'*

		<p><i>sets might fit within as well as understanding the process of setting up a business should they be a <b>successful</b> entrepreneur of the future.</i></p>
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