



**Curriculum Intent of Business
September 2021**

GCSE BUSINESS

INTENT

We will:

- enable our students to understand more about the business world and develop as commercially minded and enterprising individuals who are able to build links between the business world and their normal lives.
- enable our students to think critically, drawing on business information and evidence to develop arguments and make justified decisions
- motivate and challenge students, and prepare them to make informed decisions about further study and career pathways.

We will enable students to:-

- know and understand business concepts, business terminology and business objective
- understand the impact of business on individuals and wider society
- apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts
- develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen
- develop 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

SKILLS

The core skills students will develop are the ability to:-

- use business terminology to identify and explain business activity
- apply business concepts to familiar and unfamiliar contexts
- develop problem solving and decision making skills relevant to business
- investigate, analyse and evaluate business opportunities and issues
- make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills

KNOWLEDGE

The core knowledge students will develop is an understanding of:-

- Business activity
- Influences on business
- Business operations
- Finance
- Marketing
- Human resources

A Level BUSINESS

INTENT

We will enable students to:-

- develop an enthusiasm for studying business and for enterprise.
- gain a holistic understanding of business in a range of familiar and unfamiliar contexts
- develop a critical understanding of organisations and their ability to meet society's needs and wants
- understand that business behaviour can be studied from a range of perspectives
- generate enterprising and creative approaches to business opportunities, problems and issues
- be aware of the ethical and environmental dilemmas and responsibilities faced by organisations and individuals
- acquire a range of relevant business and transferable skills, including decision making, problem solving, the challenging of assumptions and critical analysis
- apply numerical skills in a range of business contexts

SKILLS

Students will develop the ability to investigate different types and sizes of organisations in various business sectors and environments with a view to:-

- develop an awareness of local, national and global contexts
- identify business opportunities and problems
- investigate, analyse and evaluate business opportunities and problems
- apply and use numerical skills
- make justifiable decisions using both qualitative methods and quantitative methods
- identify and understand how businesses adapt to operate successfully in a dynamic business environment
- promote an holistic understanding of business and enterprise
- apply basic business concepts to a wider range of contexts terms,
- apply business concepts, theories, methods and models to show how organisations are affected by and respond to business issues
- understand and apply more sophisticated concepts and techniques
- analyse, interpret and evaluate more complex business information
- analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences
- take a more strategic view of business opportunities, problems and issues
- evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues

KNOWLEDGE

Students' core knowledge will be applied through a range of types and sizes of business organisations in different contexts and cover the following areas:-

- Enterprise, enterprise skills and leadership
- External influences on business
- Marketing
- Accounting and finance
- People in organisations
- Operations/resource management
- Business Objectives and strategy
- Business growth
- Globalisation and global marketing
- Business analysis and influences on business decisions
- Change and change management