

Business Studies Overview year 5-13

The Appleton School.

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Subject: Business Studies Overview Covering Year 7 to 13

Curriculum Intent

The Business department at The Appleton School aims to develop young business students and knowledgeable entrepreneurs throughout their years in education.

Overview (followed by course overview statements for each of the courses)

GCSE Business Level 2

OCR Enterprise and Marketing Level 2

A Level Business Level 3

BTEC Business Extended Diploma Level 3

The Business experience at The Appleton School

Business is a subject that is all around and as a result exposing this to students of a young age we believe is extremely beneficial. We offer an insight into Business for gifted and talented year 5 students and then a course for year 9s to enable students to have an idea as to what the subject entails.

If students opt to study Business as a qualification they are given the opportunity to explore real life business issues and see how businesses work enabling them to utilise this knowledge in their next steps. Depending on students' strengths and preferences the

department offers a vocational route of study or purely examination based routes at both key stages 4 and 5. The specification for both these routes is broad but covers these main functional areas: Business in the real world, Influences on business, Business operations, Human resources, Marketing and Finance. We aim to complement the employability skills that they are developing in other subject areas as well as prepare students for the everyday world of working within or running an organisation.

Students can progress in their business studies during their career at The Appleton School, even before they reach Year 7; what follows outlines a business journey through the Business courses delivered at the Appleton School:

- **Year 5 G&T Business**

This 4-week course has been designed to introduce students to the new subject of Business. Key concepts have been incorporated along with emphasis on students' ability to be creative and innovative over this time spent at The Appleton School. The curiosity of being introduced to a new subject that is not covered at KS2 means students are highly motivated in learning and understanding topics within the marketing mix especially when applying them to a real life business context.

- **Year 9 Introduction to Business Studies**

The course has been designed to engage and provide an insight to students in relation to the KS4 Business courses offered; making the right choice when deciding KS4 options is important. The content has been based around building a Theme Park and as a result pitched to create enthusiasm towards the real world of business. Pupils will understand theory based on location, finance and marketing strategies to start to introduce and build their business knowledge. Topics have been selected to introduce some concepts from the GCSE and OCR specification and allow them to have an insight into what is covered at KS4 level and therefore aiding their option choices. Furthermore, links have been made to financial capability topic areas (your money matters) to aid their understanding on real life finances.

- **GCSE (9-1) Business**

The course at GCSE level aims for students to understand key business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and the wider society. The planned and specialised delivery of the specification gives students the opportunity to explore real life business issues and how businesses work enabling them to utilise this knowledge in their next steps. This qualification is purely 100% examination weighted.

- **OCR Enterprise and Marketing**

This qualification is for learners aged 14-16 who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare learners for further study of qualifications in enterprise, marketing or business. All learners will study three mandatory topics as follows: enterprise and marketing concepts, design a business proposal, market and pitch a business proposal. This qualification is assessed through one external exam and two units of coursework that are internally marked and moderated externally.

- **GCE A level Business**

This demanding and rigorous qualification builds on the Edexcel qualification we deliver at KS4. It is broken up into four different themes in which two develop core business knowledge and concepts and the other themes take a more strategic overview on global business, opportunities and issues. A much more critical and analytical stance is taken at this level in which students are expected to apply all their knowledge, judgements and assumptions to multiple provided business contexts.

- **BTEC Extended Diploma in Business**

This qualification has been developed in collaboration with employers and representatives from higher education and relevant professional bodies: content is up to date and includes the knowledge, understanding, skills and attributes required in the world of work. This rigorous and challenging qualification is equivalent to 3 A-Levels.

The mandatory and optional content provides a balance of breadth and depth. The proportion of mandatory content ensures that all learners are following a coherent programme of study and acquiring the knowledge, understanding and skills that will be recognised and valued. Learners are expected to show achievement across these mandatory units which are assessed through a combination of internal assessments and external examinations.

BTEC involves applied learning that brings together knowledge and understanding (the cognitive domain) with practical and technical skills (the psychomotor domain). This is achieved through learners performing vocational tasks that encourage the development of appropriate vocational behaviours (the affective domain) and transferable skills. Transferable skills are those such as communication, teamwork, research and analysis, which are valued in both higher education and the workplace.

The BTEC provides rigour and balance, and promotes the ability to apply learning immediately in new contexts.