

# Subject submission for: Business Studies

## 1. Subject overview

Here at JMHS, we believe that our Business Studies department endeavours to equip our students with the practical skills, knowledge of key terminology and understanding of businesses in an ever-changing society. Our teaching contextualises learning by putting it in a relatable, real life context ensuring students can apply new knowledge to businesses around them.

Our main aims for our Business students are that they will:

- Develop an entrepreneurial insight into the business world by thinking creatively and innovatively.
- Understand the different roles and responsibilities within a business and their interdependence.
- Develop an enjoyment of the subject with students encouraged to consider further study within the domain.
- Acquire an awareness of the complexity of the business world and explore social, economic, political and technological impacts that can help or hinder a business start-up.
- Enhance their numeracy skills by interpreting data and accurately calculating a business' success in relation to profit, loss and cash flow.
- Strengthen their problem-solving skills, analytical skills and independent thinking throughout the course. All of which, are essential qualities to be successful later in the world of work.

## 2. Key Stage Four summary

### Year 10 and Year 11

By the end of Key Stage 4 students are able to analyse and evaluate factors that may affect different types of businesses, understand the criteria of a successful business start-up and how to maintain a viable business idea.

The curriculum is sequenced to work through the beginning of starting a business, and therefore begins with students understanding what an entrepreneur is and the skills they possess and why they would start a business – risk versus reward. The curriculum then continues with understanding what is required to start a business such as funding, business plans etc. Once the students have established how and why a person would start a business, the focus will change to how the business survives and grows.

Students will leave KS4 having a secure knowledge and understanding of the world of business. This includes learning about all aspects of running a business from understanding the skills of an entrepreneur, writing successful business plans, the finance involved with running a business, HR and recruitment, marketing goods and services and understanding how goods are manufactured and successfully distributed to the customer. The practical skills developed throughout the course lend themselves naturally to the workplace.

## 3. Sixth Form courses

At JMHS Sixth Form, students can undertake an A Level in Business Studies. The curriculum is designed to engage students through topics and issues that are relevant in today's society. Students will study key contemporary issues such as digital technology and business ethics, and globalisation. The course will require significant numerical skills to analyse financial information, as many accounting concepts are studied.

Students will study marketing, business finance, people in business and the operations of business. In the first year we'll cover the principles of these topics and how they are applied in real businesses. In Year 12, our students study six units across the year. The first unit is a general introduction to Business. Not all students will have studied Business at Key Stage 4 therefore it is imperative that the first unit is accessible for all whilst providing the foundation for learning. This introductory unit encourages students to explore the purposes of different businesses, their structures and how they must remain dynamic and innovative in order to succeed.

In Year 13, four final units are completed. We look at the strategies that businesses employ in a range of scenarios and using real company examples, we will analyse the decisions businesses have to make. This course is assessed through three external examinations in Year 13. All units studied incorporate skills that lend themselves to further study and can be implemented in the world of work.

#### **4. Contribution to preparing for life in modern Britain/equalities**

By choosing to study Business Studies at KS4 and KS5, students will gain an understanding of their role within the local, national and international business world around them. We use Business studies as a vehicle to promote British Values such as; ethical consumerism, democracy and the rule of Law. From Year 10 students are introduced to the economy and the business cycle and they investigate changes and their impact on the local area as well as the wider community. Furthermore, students learn about international trade and other countries' economies along with analysing changes in the exchange rates and its impact on our country.

#### **5. Contribution to careers provision**

To ensure our KS4 course has a genuine vocational context, we endeavour to incorporate occasions to meet local entrepreneurs and build connections in industry. Moreover, the curriculum has been designed to integrate careers education and provide students with an insight into potential future careers and the stepping stones to achieve them. For example, the course is carefully structured so that students in Year 10 learn about customer service skills in the Summer term to equip them with the skills when they have the opportunity to do work experience.

At KS5, we pay particular attention to different careers within every unit along with pathways students can take towards those professions. For example, in Year 12, students study a unit about Marketing and within this, they look at different roles within the field, such as a Marketing executive for example, as well as creating job descriptions and job applications. All of which provide students with the skills for later in life.