



Curriculum Rationale Department of Business Studies

This document aims to inform parents of the knowledge and skills their children acquire and why they learn what they do over the course of their five years in Salendine Nook High School.

Our Vision/Intent

In Business Studies we encourage students to look around them and to think about the environment they are growing up in. There are small businesses all around us and make up a large majority of the total number of businesses in the UK. The course explores the story of small businesses, from spotting opportunities to how they are formed and how they are run. Students should be given opportunities to consider and investigate real small businesses that exist in the Huddersfield area.

This then leads to the study of the opportunities and challenges businesses face as they grow. There is a wealth of information in the business media and students own life experiences that can be drawn on and students should be encouraged to use real world examples wherever possible to contextualise their understanding.

The Principles which Underpin our Curriculum

In the course chosen for Business Studies (Edexcel 9-1 Business Studies) we are lucky that significant research went into the development of the course making sure it was relevant and suitable for students. To achieve this the exam board worked with the teaching community, higher education and subject associations to design our new qualification.

The key focus for the new qualification is developing enterprising minds. This is about inspiring students to become enterprising and commercially minded individuals. The key points in choosing this qualification for study it covers a familiar course content and approach, this means it teaches the traditional topics which would match well with further study for students. The exam has a clear and simple structure both exams are the same length, the same weighting and the same difficulty. The papers also build on difficulty throughout so some confidence can be gained in the earlier questions. The contexts used in the exam are relevant to the students and up to date using familiar brand names.

The Research behind our Rationale

Rosenshein's research- repetition of topics underpins the structure of the course as unit 3 is a revision topic in preparation for exams. Students regularly review learning and revisit topics as they are used to build on learning from previous topics. Students are encouraged to develop and focus on their own style of learning to allow them to approach learning in a style that suits them.

We also make use of connectiveness¹ in business studies, Connectedness is one of the central and most important elements of 21st Century education. We increasingly appreciate the importance of learning within and with the support of communities. Connected learning ensures students link their knowledge to real life. This is seen with the context use and the frequent use of real life examples.

¹ Connectedness – D Zyngier - https://www.researchgate.net/publication/275036731_Connectedness_-_Isn't_it_Time_that_Education_Came_Out_from_Behind_the_Classroom_Door_and_Rediscovered_Social_Justice

The Pearson Edexcel Level 1/Level 2 GCSE (9–1) in Business consists of two externally-examined papers. Students must complete all assessment in May/June in any single year. The course has a full range of grades available from the exam papers and is available to all students. We deliver the course in the format that the exam board has designed, we feel this is the best method to build in the difficulty and cover the topics in an order that makes sense to students.

We feel this course works well to support a range of a-level and level three qualifications in the business studies area as it is an excellent foundation of the subject.

Year 10

Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business.

In this theme, students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Local contexts refer specifically to small businesses or those operating in a single UK location such as Huddersfield and national contexts relate to businesses operating in more than one location or across the UK.

Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates.

Theme 1 comprises five topic areas.

- **Topic 1.1 Enterprise and entrepreneurship** – students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.
- **Topic 1.2 Spotting a business opportunity** – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.
- **Topic 1.3 Putting a business idea into practice** – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.
- **Topic 1.4 Making the business effective** – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.
- **Topic 1.5 Understanding external influences on business** – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.

There is a range of quantitative skills relevant to business contexts that are covered. This includes calculations and the interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify business decisions. These will be embedded within the examinations for this qualification.

Year 11

Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows.

In this theme, students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses.

Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions.

Theme 2 comprises five topic areas.

- **Topic 2.1 Growing the business** – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.
- **Topic 2.2 Making marketing decisions** – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.
- **Topic 2.3 Making operational decisions** – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.
- **Topic 2.4 Making financial decisions** – students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.
- **Topic 2.5 Making human resource decisions** – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.

There is a range of quantitative skills to build on those from Theme 1 relevant to business contexts that are covered. This includes calculations and the interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify business decisions. These will be embedded within the examinations for this qualification.