

CURRICULUM INTENT – BUSINESS

Intent

High Expectations – Business Studies at Brixham aims to inspire our charges to understand the importance of business, finance and economics in all aspects of their lives. We aim to empower our students with knowledge to be proactive, creative and confident as employees, employers and consumers. We give them skills for life whether that be presentation skills, interview skills or IT competencies. We think about the next step and how they are going to get there.

Knowledge - We want Brixham College students to have the knowledge to be great interviewees, fantastic employees or brilliant further students. We follow the exam board syllabus that guides a student from the germ of a business idea to a fully-fledged dynamic business enterprise. We draw in students' own experiences of customer service; as product reviewers; of brand ambassadors; of employees of small local and large multinational businesses. Business surrounds us all and we are all, in some ways, experts in the subject. **We learn by doing** so cashflows are produced on excel using formulas, interviews are held in class and production lines are formed and manufacturing commences. What underpins our studies are the fundamental skills of being an adult – budgeting, legal rights and responsibilities and an awareness of a good deal. Students leave us at the end of the course with a better understanding of how to 'adult'.

Implementation

Continuous improvement – We fulfil this Japanese Kaizen concept with the building up of skills for life, as well as curriculum content. The syllabus naturally follows the start-up and growth of a firm and builds on previous knowledge and understanding to develop more complex and challenging content. We then master these concepts and theories with recall and revisiting of key terms and calculations via our 'Do Now' activities, MCQ low stakes testing and application of

real-life business scenarios to our current and previous learning. We discuss and celebrate 'wins' such as a new job or successful interview.

The 6 big ideas in Business are Enterprise, Finance, Marketing, Operations, HR and External Influences. We link these topic areas explicitly and frequently within our lessons and encourage the discussion of learning from other subject areas such as Maths, Geography, Sport and History.

Leadership – we encourage students to work collaboratively with one another and to plan and prepare group presentations. The role of leader is bestowed on students throughout the year with different learning activities

Character – Students are actively encouraged to show their best-self in many areas of the course, whether that be planning, preparing and giving group presentations or using their own experiences within their part-time jobs to inform and enrich others learning.

Impact

- The uptake at both GCSE and A level is good. Many students taking A Level business without sitting GCSE, but this does not hamper their achievement. Student voice is positive, as is parental appreciation of the real-world side of the course (such as getting the students to understand their idea of compound interest rates / mortgage repayments / budgeting and cashflow in the household at an early age). We work actively to encourage participation from all disadvantages students whether that be by close communication and feedback with home, with their tutor/ Head of Year or The Harbour SEND provision. We provide additional resources and learning materials for those students who would not have access to those materials at home. Above all we believe that the biggest impact we have on students, alongside a qualification is the ability to be a proactive and informed member of society with a keen sense of their rights and their responsibilities.