

Business Studies Curriculum Intent

The Business Studies curriculum at Salford City Academy is highly ambitious, engaging and inspiring, following the NCFE Key Stage 4 curriculum. We intend to provide students with the knowledge and skills required to become entrepreneurial, employable and independent learners who are able to identify business problems and opportunities. The curriculum is designed to develop students' curiosity about the business world and real-world developments, and to allow them to develop as enterprising individuals, with the ability to think commercially and creatively. We aim to nurture the value that Business has and its importance in opening routes to further study and careers.

Students will acquire knowledge and skills from a range of different business disciplines such as: entrepreneurship, marketing, human resource management, operations, finance and sustainability and the impact on the environment. The key themes in our curriculum are:

- Entrepreneurship- students must acquire the knowledge and skills to understand the different types of businesses and their demographics, as well as the skills and attributes of a successful entrepreneur.
- Marketing- students must acquire the knowledge and skills to understand how to ensure the business is successful in terms of conducting market research, tailoring products according to the demands of the market and evaluating the most effective methods to advertising products.
- Operations- students must acquire the knowledge and skills to understand the day-to-day operations of the business including human resource management, recruitment and motivation of staff as well as production methods and the significance of high-quality customer service
- Finance- students must acquire the knowledge and skills to understand the financial position of a business, with reference to the amount of revenue, cost and profit. Students will have the ability to evaluate methods to increase revenue and decrease costs to achieve profit maximisation.

The Business Studies Curriculum at Salford City Academy is underpinned by the following curriculum principles.

Entitlement: The planned curriculum at SCA includes a breadth of knowledge relating to Business. Declarative knowledge ('knowing that') and procedural knowledge ('knowing how') are identified, sequenced, and connected in the curriculum. This best prepares students for life beyond Salford City Academy and empowers them to make a positive contribution to society.

Coherence: We have carefully considered our approach to delivering this course. Topics have been sequenced logically and structured to allow learners to build on prior knowledge. Clear links between the units have been highlighted throughout this scheme of learning to ensure teachers take advantage of opportunities to revisit prior knowledge outside the unit currently being delivered. We also provide frequent retrieval opportunities in lessons to ensure knowledge and understanding of key topics are recapped to help embed understanding and ensure learners achieve their best at key assessment points for this course. This includes a KPI knowledge assessment at the end of each content area.

Mastery: We ensure that foundational knowledge, skills and concepts are secure before moving on. Students revisit prior learning to consolidate knowledge and apply their understanding in new contexts. Students are guided to build on the foundation knowledge they have acquired within IT lessons in KS3 where lessons have

been adapted to incorporate business studies core concepts and terminology to best prepare students for studying business studies at KS4 and beyond.

Adaptability: The core content – the 'what' – of the curriculum is stable, but we bring it to life in our local context and use relatable examples where possible – the 'how' – is consideration of how we deliver the lessons with tailoring needed for individual classes. The curriculum has been planned for all students, including those identified as HPA and SEND. Modelling is used extensively to ensure that all students achieve their full potential. Ensuring all lessons are clearly scripted, concise, and consistent allows SEND students to use and apply their literacy skills.

Representation: All our students should see themselves in our curriculum, and our curriculum takes all our students beyond their immediate experience. Explicit and regular reference to many other subjects across the wider curriculum provides the opportunity for students to make links across subject content and build their schema of knowledge. This can be evident in Maths, where students will practice their financial and accounting skills, Creative Media where students practice the evaluation of products and services for their target market and Geography, where students will practice the evaluation of the impact of businesses on the environment.

Education with character: Students will have the opportunity to explore Business Studies beyond the classroom in a range of different ways. One of the main ways this is conducted is through the use of a range of case studies locally, nationally and internationally. Students also have external visitors who are invited to the Academy to provide workshops, assemblies, aspire clubs and enrichment days with a focus on topics such as financial management.