



Curriculum *Newsletter*

Business Studies

Business makes the world go round. Business studies introduces students to the world of business and looks at what makes someone a successful businessperson and/or worker. In business studies, we provide students with essential skills and knowledge to prepare them for the next step in their lives, be that further education, training or work.

Students will benefit from industry talks which will provide them with an insight into different industries. We provide a broad and accessible curriculum with engaging, knowledge-rich subject content in the form of a 14-19 business studies curriculum.

We are driven to provide students with the transferable skills they will need to be successful in this ever-developing technological world we live in. In doing so, students can critically evaluate current and past situations and explain how technological changes have impacted businesses and other stakeholders, thus encouraging them to become independent and critical thinkers.

Curriculum intent

We want our students to develop as enterprising individuals with the ability to think commercially, creatively and draw on evidence to make informed business decisions and solve business problems. A sound understanding of business concepts will help students develop as effective, independent critical and reflective thinkers with enquiring minds. Using an enquiring, critical approach will empower students to make informed judgments, understand and play an active role in the business world that surrounds them.

Business at Hermitage Academy is an immersive experience, exposing students to fundamentals such as marketing, human resources, financial management, economic impact, enterprise skills and spotting a business opportunity. Students undertaking this subject will have a flare for business and have ideas on how to develop a product or service over time. Students will develop their knowledge of key concepts as well as local, national and international businesses and how to apply, analyse and evaluate using their literacy skills to read and deduct from given evidence, as well as developing good research and data gathering skills of their own. Students will also develop their use of equations and numeracy skills to gain a deep understanding of business finances.

Students enjoy business because it is varied, fast-paced and fun. Every student is inspired to believe in their potential and to aim high. We live in a corporate world and the markets operate around us constantly. Because of this, business is a universal subject. We have devised our business curriculum with this in mind, students acquire a grounding towards knowledge, skills and understanding that they would need if embarking upon their own business journey.

Business studies naturally lends itself to supporting students in their other studies in school including many links to numeracy and literacy. Our curriculum has been developed to provide opportunities for students to demonstrate creativity, zest as well as independence through competition work.

Key Stage 4 Curriculum

At Key Stage 4, students will find out how entrepreneurs develop an idea, spot an opportunity and turn that into a successful business. Students will understand how to make a business effective linking to research and how to manage and calculate finance. Students will also see how the world around us affects small businesses and all the people involved. They will explore financial aspects of business and be able to interpret and analyse real life business scenarios. Students will sit two exams at the end of Year 11.

- Paper 1 – Investigating Small Business (50% of overall grade).

Paper 1 introduces students to new business concepts. Students will look at how new businesses are formed, from the business idea to the research and finances, to the impact the economy can have on the business as well as many other factors.

- Paper 2 – Building a Business (50% of overall grade).

Paper 2 allows students to build on their understanding of business and apply it to businesses on a global scale. Students will build upon their financial knowledge gained in Year 10 and also look at the business as a workplace.

We study the Edexcel GCSE course.

Key Stage 5 Curriculum

At Key Stage 5, our curriculum builds on students' learning at KS4 but also provides opportunities for students to begin studying business for the first time at sixth form. Our curriculum encourages students to develop an appreciation of how their lives are shaped by economic and social factors. They are enabled to make informed decisions, to better manage their personal financial resources and to be adaptable, creative, and enterprising. We encourage students to create presentations and present them to their peers, equipping them with skills they will need when entering the workplace.

Topics studied include:

- Theme 1 – Marketing and People. Students are introduced to business concepts, such as the market; the marketing mix; managing people and leaders.
- Theme 2 – Managing Business Activities. Students will look at how businesses can raise finance, managing finance, analyse financial documents and external influences.
- Theme 3 – Business Decisions and Strategy. Students will learn about business growth, decision-making techniques, business objectives and strategies, and influences on business strategies.
- Theme 4 – Global Business – Students learn about globalisation, global marketing, global markets, business expansion and multinational corporations.

At the end of Year 13, students will be assessed on three exam papers.

- Paper 1: Marketing, People and Global Business (35% of grade)
- Paper 2: Business Activities, Decisions and Strategies (35% of grade)
- Paper 3: Investigating Business in a Competitive Environment (30% of grade).

We study the Edexcel A level course.

Studying business can open doors ...

Business jobs are all around you. There are few, if any, careers for which an understanding of business would not be of some benefit. In 2021, 1.44 million new business applications were submitted!

Business can lead to many different career paths. Some career paths include, accountancy, banking, marketing, human resources, hospitality, travel and tourism, administration, event management, project management and many more.