

## DOROTHY STRINGER SCHOOL

### BUSINESS – CURRICULUM INTENT

Business is a living and breathing subject which is impacted daily by current affairs and world events. The teaching of this subject at Dorothy Stringer draws on real world experiences and encourages all students to engage with the world around them and apply their findings to their studies.

Students choosing to study GCSE Business will develop a range of life skills including problem-solving, independent thinking and learning, effective communication both written and verbal, together with team working. There is a focus on numeracy and literacy within the curriculum with Maths for Business built into each topic, together with keyword revision and practice.

Students are able to develop their creative and entrepreneurial flair in developing marketing and promotional campaigns, planning and pitching their business idea whilst also developing their financial acumen. We participate in both the national Tenner Challenge enterprise competition and the international Student Investor Challenge to provide opportunities for our students to apply their newly acquired skills to solve real world issues.

Our programme of study provides students with a raft of transferable skills which will enable them to successfully transition from an educational environment to a business/work environment. Students gain confidence and learn how to stand out in the competitive working environment.

### BUSINESS – CURRICULUM MAP

<b>9</b> <i>Non GCSE</i>	<b>App Challenge</b> Create an app, develop a prototype and a marketing campaign	<b>App Challenge</b> Presentation to Peers Top 10 pitch to panel of digital professionals  <b>Year 9 Options</b> Selection	<b>ICT Skills</b> Getting the best out of Microsoft Office and Photoshop  <b>GCSE Taster</b> Business
<b>10</b>	<b>Unit 1</b> Business in the real world	<b>Unit 2</b> Influences on Business  <b>Unit 5</b> Marketing to compete in the <i>Tenner Challenge</i>	<b>Unit 4</b> Human Resources CV and Interview Preparation
	<i>Student Investor Challenge Round 1</i>	<i>Student Investor Challenge Semi-Finals</i>	<i>Work Experience</i>
<b>11</b>	<b>Unit 3</b> Business Operations <b>Unit 5</b> Marketing (Revisited)	<b>Unit 6</b> Finance <b>GCSE Revision</b>	<b>GCSE Revision</b>
	<i>Student Investor Challenge Round 1</i>	<i>Student Investor Challenge Semi-Finals</i>	

## **DOROTHY STRINGER SCHOOL**

### **Transition from KS2 to KS3**

Year 7 and Year 8 students are encouraged to join Lower School Business Club to develop their love of enterprise.

Business Club is both popular and highly successful with students. Business Club members manage and staff the school's Pre-loved Uniform shop, as well as holding themed sales events throughout the school year. Students develop their entrepreneurial skills, as well as a sense of responsibility and independence.

### **Transition from KS3 to KS4**

In the final year of KS3 we introduce all our Year 9 students to the three GCSEs offered in the department, through the App Challenge. Students gain a valuable insight into the System Design and Marketing processes which real businesses follow. This enables Year 9 students to make an informed choice about GCSE Business as an option.

With the introduction of the 9-1 Business GCSE our students study the practical application of business concepts. They have the opportunity to explore theories and concepts through the context of events in the business world and the global economy. Students are able to apply their knowledge and understanding to different businesses ranging from small enterprises to large multi nationals operating at local, national and global levels. They learn how to make justified decisions based on both qualitative and quantitative data. We aim to develop students' appreciation of the interdependent nature of business activity, ethical and environmental considerations, finance, marketing and human resources. This enables our students to understand how different business contexts affect business decisions.

### **Transition from KS4 to KS5**

Many of our Year 11 students go on to the local sixth form colleges to continue their love of the subject by taking either A Level Business, BTEC Business or A Level Economics. The GCSE course has proved to be a solid foundation on which to build at KS5, as our students have developed the ability to investigate, analyse and evaluate business opportunities and issues.