The Cornerstone Academy

Business Studies Curriculum

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The Cornerstone Academy Curriculum for Years 10-11

GCSE Business Studies provides students with a dynamic understanding of the business world. The course explores key topics such as entrepreneurship, marketing, finance, operations, and economic influences, helping students develop problem-solving and decision-making skills.

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 work.

Through the use of case studies, students gain insights into how businesses operate in an ever-changing environment.

At Key Stage 4 students who choose the subject as an option, study the Edexcel specification.

1. Intent of the Business Studies curriculum

The Cornerstone Academy Curriculum for Business Studies provides a high-quality education designed to teach and develop an understanding of business concepts and objectives. While exploring the nature of business activity, the impact of business on individuals and wider society.

The course allows students to develop and apply their business knowledge, understanding and skills to contemporary issues in a range of local, national and global contexts to develop critical and reflective thinkers.

Teaching should equip students with knowledge about how entrepreneurs develop an ideas, 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 like business scenarios.

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 things with enquiring minds. Using an enquiring, critical approach will empower students to make informed judgements, understand and plan and active role in the business role that surrounds them.

2. Implementation of the Business Studies Curriculum

Business Studies is an option GCSE and students have 1 x 100 minute lesson per week and 1 x 50 minute lesson per week taught by subject specialists.

The Business Studies curriculum at Cornerstone is implemented according to the teaching and learning policy of the school. Rosenshine and *'Teach Like a Champion'* techniques are the basis of the academy's teaching and learning practice. Staff will follow dedicated schemes of work to ensure that all students get the best possible, consistent, experience from the Cornerstone Business Studies curriculum.

All lessons at key stage 4 use quizzing to promote recall, retention, application and mastery of content. Students will have knowledge organisers with key subject content and key vocabulary which will be set for homework. This low stakes assessment for learning will be used by staff to inform their planning and class interventions. Throughout the year students will also use a revision workbook to support their homework and in turn improve success in high stake questions.

In the classroom, modelling is used frequently to aid student practice and improve the quality of written responses. The aid of visualisers supports students with taking apart model answers and the mark scheme to improve their own understanding of extended responses.

In terms of assessment in the classroom, staff will use questions and mini whiteboards to check students understanding and link back to previous units. This is supported with a KO starter quiz every lesson to embed knowledge and key vocabulary.

At KS4 students will follow the Edexcel scheme of learning. At KS4 students are assessed using knowledge tests (self-quizzing), end of unit assessments (Tutor2U) and summative assessments based on GCSE past papers and specimen papers.

3. Impact of the Business Studies Curriculum

By the end of Key Stage 4 students will have a full understanding of key business theories and principles as they complete the GCSE course. We expect students to develop an understanding of how business works in the real world, discover the problems and opportunities faced by local, national and international businesses and learn about how business functions such as marketing, finance, human and physical resources work together as part of a whole business.

All students at KS4 are given the opportunity to build a foundation of business knowledge, focussing on 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 their final year of the course, students will have delved deeper by examining how a business develops beyond the start-up phase. The course focuses on the key business concepts, issues and decisions used to grow a business, with an emphasis on applying their knowledge to realistic principles and scenarios.

Learners should develop an enthusiasm for studying business and gain a holistic understanding of business in a range of contexts.

KS4 Business Studies Content and Elective Outcomes

<table>
<tr><th></th><th colspan="2">Curriculum topic and content</th></tr>
<tr><td>Year</td><td>Topic/Overarching Theme</td><td>Content/Knowledge</td></tr>
<tr><td rowspan="5">10</td><td>Enterprise and Entrepreneurship</td><td>• Dynamic nature of business
• Risk and Reward
• Role of Business Enterprise</td></tr>
<tr><td>Spotting a Business Opportunity</td><td>• Customer Needs
• Market Research
• Market Segmentation
• The Competitive Environment</td></tr>
<tr><td>Putting a Business Idea into Practice</td><td>• Business Aims and Objectives
• Business revenues, costs and profits
• Cash and Cash-Flow</td></tr>
<tr><td>Making the Business Effective</td><td>• Sources of finance
• Types Of Ownership
• Importance Of Stakeholders</td></tr>
<tr><td>Understanding External Influences</td><td>• Location
• Marketing Mix
• Business Planning
• Technology In Business
• Protecting Staff Through Legislation (Laws)
• The Economy And Business</td></tr>
<tr><td rowspan="2">11</td><td>Growing a Business</td><td>• Business Growth
• Changes in Business Aims and Objectives
• Business and Globalisation
• Ethics, The Environment and Business</td></tr>
<tr><td>Making Marketing Decisions</td><td>• Product
• Price
• Promotion</td></tr>
</table>

	Curriculum topic and content	
Year	***Topic/Overarching Theme***	***Content/Knowledge***
		• Place • Using the Marketing Mix to make Business Decisions
	Making Financial Decisions	• Business Calculations • Understanding Business Performance
	Making Operational Decisions	• Business Operations • Working with Suppliers • Managing Quality • The Sales Process
11	**Making Human Resource Decisions**	• Organisational Structures • Effective Recruitment • Effective Training and Development • Motivation