

BUSINESS STUDIES – CURRICULUM INTENT

ASPIRE – CHALLENGE – ACHIEVE

Business Studies provides transferable skills allowing students a smooth transition from an educational environment to a work environment, by providing an insight to a multitude of business sectors and departments.

At Bourne Academy students studying business will develop a range of life skills including: enhancing team working, problem solving, independent learning and communication skills whilst instilling confidence in our students to make themselves stand out in a competitive working environment. Students will take a proactive part in their studies by maintaining a good understanding of current affairs and applying this to their studies on the impact of the external environment on business. Business Studies will also nurture their creative side in developing marketing and promotional campaigns, planning and pitching a business idea whilst also developing their financial acumen when it comes to understanding personal finance in the form of; mortgages, lending, savings and investments. Students will also have the opportunity to partake in employment interviews and hone their CV and interview skills in order to be in a strong position to gain employment or continue into higher education.

We believe that at Bourne Academy, Business Studies is a living and breathing subject and therefore as a department we must engage with employers so that we remain pro-active in our subject area. We have successfully partnered with Careers Officers, International Solicitors, Bakkavor and Cadbury World. We run educational visits to Alton Towers and Cadbury World. We plan to give students an opportunity to participate in the Young Enterprise programme.

BUSINESS STUDIES – CURRICULUM MAP

Key = Matching colours denote links between topics either in content or skills across Key Stages

9	Unit 1 <i>Promoting a brand</i>	Unit 2 <i>Recruitment selection and Employment</i>	Unit 3 <i>Tenner challenge</i>
10	Component 1 <i>Exploring Enterprises</i> BTEC L1/2 Tech Award	Component 1 <i>Exploring Enterprises</i> BTEC L1/2 Tech Award	Component 3 <i>Promotion and Finance for Enterprises</i> BTEC L1/2 Tech Award
11	Component 3 <i>Promotion and Finance for Enterprises</i> BTEC L1/2 Tech Award	Component 2 <i>Planning and pitching an Enterprise</i> BTEC L1/2 Tech Award	Component 2 <i>Planning and pitching an Enterprise</i> BTEC L1/2 Tech Award
12	Unit 1 <i>Exploring Business</i> BTEC L3 National Extended Diploma	Unit 2 <i>Developing a marketing campaign</i> BTEC L3 National Extended Diploma	Unit 3 <i>Personal and business finance</i> BTEC L3 National Extended Diploma
13	Unit 3 <i>Personal and business finance</i> BTEC L3 National Extended Diploma	Unit 8 <i>Recruitment and selection in business</i> BTEC L3 National Extended Diploma	Unit 8 <i>Recruitment and selection in business</i> BTEC L3 National Extended Diploma