



GREENWOOD ACADEMIES TRUST



Business and Enterprise Intent

Pupils leave a GAT Academy with the academic qualifications & wider skills, characteristics & experiences, which will assist them to lead successful & happy lives

Our Academy Curriculum Principles:



Our curriculum is engineered to ensure pupils are equipped with the qualifications, knowledge, experiences and skills to succeed in life and progress onto meaningful employment with training or further and higher education.

To achieve this our curriculum is designed to be:

- **Broad, ambitious and grounded in the national curriculum** – so that all groups of pupils have access to both academic and vocational programmes of study where challenge, achievement and progress are expected for all.
- **Knowledge rich** – so that all pupils acquire the core knowledge to which they are entitled and the powerful knowledge they need to expand beyond their own experiences
- **Intelligently planned** – sequenced to incrementally build long-term knowledge and develop cross-curricula schema, using evidence-based strategies to maximise learning.
- **Culturally rich** – broadening horizons and exposing pupils to the vast wealth of experiences in the wider global society be that the arts, music, sport and extra-curricular pursuits
- **Character building** – providing opportunities to develop leadership, organisation, resilience, initiative and communication skills from year 7 to 13
- **Context-specific** – so that pupils who are not yet secondary ready, or not yet confident in the English language can rapidly catch up and access the full curriculum, and those with limited opportunities to explore the world beyond Northampton can broaden their horizons.
- **Values-driven** – to develop principled young people who respect others in all their diversity, put kindness at the heart of all their decisions and strive to achieve excellence in all that they do.



Our academy values are *kindness, respect and excellence*

Our Business and Enterprise Intent:

Our faculty intent is comprised of following 3 sections:

1. Our vision for the subject/faculty and the purpose it serves for our pupils
2. Defining what the key concepts and core domains of knowledge are, that pupils will learn about
3. The end points our curriculum is working towards

1. Our vision

Our Business and Enterprise courses will give our students a sound understanding of the business world that they will live in. Through Business and Enterprise, our students will possess the skills and confidence to create their own businesses, and business opportunities to support the wider economy.

They will develop as commercially minded and enterprising individuals who will think critically, drawing on business information and evidence to develop arguments and make justified decisions.

Our students will be taught to understand business concepts, business terminology and the integrated nature of business activity and the impact of business on individuals and wider society. They will be taught to understand contemporary business issues and different types and sizes of businesses in local, national and global contexts.

Ultimately, we wish to develop enterprising individuals who have ability to think commercially and creatively, to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems.

All our courses will challenge students and prepare them to make informed decisions about further study and career pathways. We will do this by have an intelligently planned curriculum, where careers and further education opportunities will be signposted in our curriculum. Similarly, we will have a culturally rich curriculum where students will be given the opportunity to see skills and careers in practice through educational visits and experiences.

2. Our key concepts and core domains of knowledge

When studying Business and Enterprise

We will aim to develop in our students a real interest, passion and enthusiasm for the subject. It will be our overarching desire for them to be able to apply their knowledge and understanding to the real world of business, enterprise and to the individual members of society.

Explicitly our students will gain a holistic understanding of business in a range of contexts. They will develop a critical understanding of organisations and their ability to meet society's needs and wants. They will understand that business behaviour can be studied from a range of perspectives. They will generate enterprising and creative approaches to business opportunities, problems and issues. They will be made aware of the ethical dilemmas and responsibilities faced by organisations and individuals. They will acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis. Importantly, they will be able to apply numerical skills in a range of business contexts.

Theme 1: Marketing and people

Our students learning will focus on developing an understanding of:

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders

Theme 2: Managing business activities

Our students learning will focus on developing an understanding of:

- Raising finance
- Financial planning
- Managing finance
- Resource management
- External influences.

Theme 3: Business decisions and strategy

Our students learning will develop the concepts introduced in Theme 2: Managing business activities.

Our students learning will focus on developing an understanding of:

- Business objectives and strategy
- Business growth
- Decision-making techniques
- Influences on business decisions
- Assessing competitiveness
- Managing change.

Theme 4: Global business

Our students learning will develop the develops the concepts introduced in Theme 1: Marketing and people.

Our students learning will focus on developing an understanding of:

- Globalisation
- Global markets and business expansion
- Global marketing
- Global industries and companies (multinational corporations).

3. The end points of our curriculum

The goal of our curriculum is to ensure that our students are equipped with the qualifications, knowledge, experiences and skills to succeed in 21st century Britain and the world. A modern, relevant and progressive curriculum will allow our students to move onto meaningful employment, or further and higher education. In our curriculum intent it has been essential to reflect and enhance the academy's curriculum vision in the subjects and opportunities we present for our students.

Our pupils will have:

- Our students will achieve a good grade in Business and Enterprise, both at key stage 4 and key stage 4 of the curriculum that is at least commensurate with their target grade, and for many will exceed it.
- Our students will possess the skills that make them employable in both the local and national job markets. By studying Business and Enterprise, they will have had the opportunity to equip themselves with the skills and qualifications for the work place or to follow a more academic route into further education, if they desire.
- Our students will be knowledge rich. They will have technological and financial skills that will ensure that they are both financially literate and digitally literate, two important skills which they will need throughout their adult life, both personally and professionally.
- Our students will be values-driven. The 'real-world' nature of Business and Enterprise will allow us to immerse the students in the 'hear and now', the 'current and future issues' that they will need to deal with in a modern multicultural business and technology orientated society. Through the study of Business and Enterprise they will be taught to consider ethics in the decisions that they make and to put kindness at the heart of all that they do and strive to achieve excellence.
- In studying Business and Enterprise, our students will have followed and achieved in a curriculum which is culturally rich. We will have broadened their horizons and exposed pupils to a wealth of experiences by giving them the opportunity to go on curriculum visits and take part in extracurricular activities which enhance the learning that takes place in classroom and broadens it to the real world.
- By studying Business and Enterprise, our students will have been encouraged and given the opportunity to allow them to be a success in the subject they follow, to add value academically, socially and culturally in their understanding of the world.
- In following Business and Enterprise, our students will have engaged with Character building opportunities and part of the curriculum. The opportunities will have been intelligently planned to develop leadership, organisation, resilience, initiative and communication skills as part of their subject curriculum.