**Curriculum Information**

Our vision is to inspire, challenge and engage our students in achieving aspirational outcomes where students exceed their potential. The Business Department endeavours to be an Outstanding area of the school and prides itself on equipping students with fantastic subject knowledge and transferable skills for future careers.

Business is a practical and work-related course. It will equip and provide opportunities for learners to develop a range of skills, personal qualities and attitudes essential for successful performance in working life and further education.

Business may be a completely new subject to students, however they will be studying companies that they are familiar with, such as; Superdry, Apple, Cadbury, McDonalds, John Lewis and local firms such as Janes Pantry, Mira Kohl and Gloucester Rugby. Students will be surprised how much business knowledge they already have!

There are four main focus areas in key stage 4; marketing, finance, management and production. This forms the basis of any further study around the subject areas. Students will be able to study the interrelated nature of business using business theories and techniques to support their analysis skills. They will be able to apply this to a range of traditional and contemporary businesses.

Students will start by exploring the world of small businesses through the lens of an entrepreneur. How and why do business ideas come about? What makes a successful business? They’ll learn how to develop an idea, spot an opportunity and turn it into a successful business. They will understand how to make a business effective, manage money and see how the world around them affects small businesses and all the people involved.

Students will then move on to investigating business growth. How does a business develop beyond the start-up phase? They’ll learn about key business concepts and issues and decisions they need to make when growing a business and working in a global business. They’ll learn about meeting customer needs, making marketing, operational, financial and human resourcing decisions and explore how the wider world impacts the business as it grows.

At key stage 5 students will build on their knowledge learnt at key stage 4. Although previous knowledge of the course is not necessary to study A Level business. Taking all the topics in KS4 and developing them, applying different business models and being more analytical in their business thinking.

**GCSE specification:** AQA

**A Level specification:** AQA

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