

CURRICULUM INTENT

We aim to develop a sense of awe and wonder at the world around us and explore the way everything interconnects.

The Business curriculum at Avanti Fields provides students with the foundations for analysing business problems, understanding and applying the principles and concepts of business and enterprise, and thinking creatively, innovatively and enterprisingly.

The curriculum also aims to foster deeply analytical attitudes in the area of business in the UK and around the world, and to encourage students to examine and appreciate how business and enterprise affect the lives of various people, the environment and the natural world.

THE AVANTI WAY

EDUCATIONAL EXCELLENCE



Teachers and students are inspired, motivated and joyful. A challenging Business curriculum with high academic standards and a culture of intellectual curiosity cultivates independent, thoughtful and reflective students, working towards mastery in key concepts and business skills.

CHARACTER FORMATION



A challenging and supportive learning environment in Business allows students to embody the Avanti’s virtues of respect, self-discipline, courage, integrity, empathy and gratitude, and develop the key Avanti Fields learner skills and qualities. Students are encouraged to make conscientious choices and display a reverence for all life, nature and the earth’s resources.

SPIRITUAL INSIGHT



Business will build on students' natural sense of wonder, curiosity, their intuition and inspiration to offer an experience of knowledge and wisdom through enquiry and evidence. Students will consider the ability of business and enterprise to do good in the world and analyse the impacts of business activity on society.

PROGRAMME OF STUDY

The GCSE Business course encourages the development of knowledge and understanding in Business through the study of the TWO main parts of the course: **Business, marketing and people** and **Operations, finance and Influences**. Students are assessed on these skills in their final written exams.

Students will be provided with opportunities to develop their business knowledge and skills, including analysis and evaluation of a variety of real-life business scenarios. Students will also develop their numeracy and literacy skills.

GCSE BUSINESS: YEAR 10 & YEAR 11

Students start their GCSE work in the Autumn Term of Year 10, studying the OCR GCSE Business J204 course, and continue through to the end of Year 11 with Mock Exams in November.

Students are taught THREE Business lessons per week by a specialist Business teacher (Year 10) and the Subject Leader (Year 11). The final GCSE exams (2 in total) are 1 hour 30 minutes each and each exam contributes 50% to the overall GCSE qualification.

The Subject Leader delivers an assembly on a suitable topic each year e.g. *Black Friday* and *Cyber Monday* to discuss the background of these events and the importance for business in order to develop the cultural capital of students.

PAPER 1: Business activity, marketing and people

Unit	Title	Details
1	Business Activity	Enterprise and entrepreneurship Business Planning Business Ownership Business Aims and Objectives Stakeholders in Business Business Growth
2	Marketing	The Role of Marketing Market Research Market Segmentation The Marketing Mix
3	People	The Role of Human Resources Organisational Structures Communication Recruitment and Selection Motivation and Retention Training and Development Employment Law

PAPER 2: Operations, Finance and Influences on Business

Unit	Title	Details
4	Operations	Production Processes Quality of Goods and Services The Sales Process and Customer Service Consumer Law Business Location Working with Suppliers
5	Finance	The Role of Finance Sources of Finance Revenue, Costs, Profit, Loss Break-Even Cash and Cashflow
6	Influences on Business	Ethical and Environmental Considerations The Economic Climate Globalisation
7	The Interdependent Nature of Business	

ASSESSMENT AND FEEDBACK

Students are assessed regularly in Business through a combination of formative and summative assessments. Students receive timely written and verbal feedback after each assessment.

FORMATIVE ASSESSMENT: For each topic at KS4, knowledge and/or skills and/or understanding are assessed through low-stakes assessments, short tests and homework tasks. These tasks are structured directly around the OCR syllabus and aim to build students ability and confidence in analysing, evaluating and producing eloquent written answers, which will be required in the final exams. It is important that students attend all lessons and to make every effort to catch up with missed work in their own time and take advantage of the study support system on offer.

SUMMATIVE ASSEMENT: There are THREE summative assessments in Year 10 and Year 11 – one per term. These are cumulative in nature and the purpose is to confirm the track point of the student and to promote longer term recall by testing earlier topics and to meet the demands of a linear course. Aspects of both papers (1 & 2) will be tested in each assessment.

EXAM BOARD AND OCR WEBSITE

EXAM BOARD: OCR
SPECIFICATION: BUSINESS (J204)

The OCR website has some materials e.g. sample papers and mark schemes, but this is a relatively new specification, and so there are not many past papers. The specification all free to download.

<https://www.ocr.org.uk/qualifications/gcse/business-j204-from-2017/assessment/>

SUPPORT AND GUIDANCE

1. Use the OCR Business Revision Guide to learn the key facts on the knowledge organisers: READ – COVER – WRITE method à MASTER THE MINIMUM. These are available for students to buy from the school at the reduced price of £10. Copies for student loan have also been placed in the library along with copies of the GCSE course textbook.

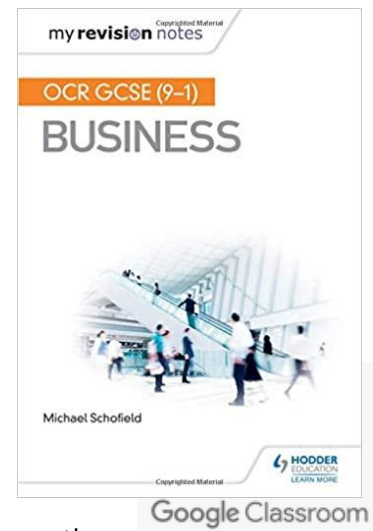
2. Apply your understanding to exam questions: Use the **OCR Business Revision Guide** to practise questions. Re-do assessment questions and questions completed in class to improve your responses.

3. Test yourself regularly on the key facts and keywords: use **FLASHCARDS**.

4. Log onto Google Classroom regularly to access homework, additional resources to support you with your learning.

5. Use BBC BITESIZE: <https://www.bbc.co.uk/bitesize/examspecs/zhrphbk> to learn the key concepts, try quizzes and watch video clips. This link is tailored to the OCR GCSE Business course.

6. Attend the after-school Computer Science/ Business study club for support with classwork and homework. This is scheduled for the Spring Term in line with the school “clubs” policy.



Regular review of classwork and revision in small chunks is much more effective than leaving it to the last minute before assessments and final exams.

EXTRA-CURRICULAR OPPORTUNITIES

Business / Computer Science Study Club: (Spring Term) Open to all students to gain further support with their homework, classwork or revision. Students will have access to the subject specific textbooks and laptops.

Throughout the year, students will have the opportunity to engage in events, trips and competitions such as the **Student Investor Challenge**. Students and parents will be informed of all opportunities as and when they are organised.