

DUDLEY ACADEMIES TRUST

CURRICULUM INTENT STATEMENT

BUSINESS STUDIES



Our Business Studies curriculum is designed to equip learners with practical business knowledge, commercial skills and an understanding of modern organisations. Our curriculum enables learners to develop a wide range of transferable skills in communication, enterprise and accounting through our exciting and varied courses, with many practical elements that not only prepare our learners for college and sixth form but also the world of work.

The curriculum plans we have developed for each of our courses are concise, well organised and allow learners to revisit past topics to recall previously taught content so they are fully prepared for planned assessment opportunities.

Delivered by passionate subject specialists across the Trust, our Business Studies curriculum aims to:

- Inspire learners to want to discover more about the business world.
- Offer a balance of Business Studies theory alongside practical, project based content.
- Be inclusive and accessible for all learners; we offer level 1 and level 2 courses and tailor our offering to suit all ability levels.
- Build on learners’ prior experiences in life by using real world business scenarios within lessons.
- Regularly revisit taught content and skills through demonstrate and connect, do now activities and carefully planned retrieval practice.
- Link to careers provisions and raise the future aspirations of our learners.
- Embed collaborative learning techniques in all lessons.
- Provide regular assessment opportunities to identify misconceptions and address any gaps in learners’ understanding of key concepts.
- Explicitly link transferable content from other subject areas such as Mathematics, English, Science and Art/Design.
- Expand learners’ vocabulary through word consciousness and opportunities to develop literacy skills within class.
- Mirror real-life experiences that will be invaluable for our learners’ future – such as the professional pitch learners deliver as part of our Enterprise and Marketing course (R066).

Outside of Business Studies lessons, our curriculum is supported by the delivery of the Peter Jones Tycoon programme to all learners in Year 9 through the Trust’s Character Education initiative. This programme gives all learners an opportunity to participate in a nationwide business challenge, giving them hands on experience of running a business, working as a team and managing real world finances.

Cultural capital is embedded within our curriculum through the use of real world business scenarios and case studies in lessons as well as clear links to everyday life, prior experiences and practical applications of the skills and knowledge we teach.

Our Business Studies curriculum links with the Trust’s core values by:

Dreaming big	Rewarding effort	Leading together	Respecting each other and our world	Learning that inspires
<p>Our Business Studies curriculum provides appropriate challenge for learners.</p> <p>Our work on enterprise and the role of entrepreneurs focuses on those people who have ‘dreamed big’ and been successful; these lessons aim to inspire learners to raise their future aspirations.</p> <p>The Peter Jones Tycoon programme (through Character Education) gives learners an opportunity to develop a business idea they believe in and are passionate about.</p>	<p>Learners across the Trust are awarded merits and commendations for hard work and consistent effort in Business Studies lessons.</p> <p>Learners are given timely feedback on their work enabling effort to be quickly acknowledged.</p> <p>PROUD is promoted throughout learners’ work and work that follows these principles is rewarded.</p>	<p>Leadership is a key focus for some of our units of work, linked to the business world.</p> <p>Learners are required to take key roles in some lesson based activities in order to support their peers.</p> <p>The Peter Jones Tycoon programme (through Character Education) provides learners with a chance to lead a team within the business challenge.</p>	<p>The Trust’s key values surrounding respect for one another and their environment are communicated through Business Studies lessons.</p> <p>Learners are expected to work collaboratively on a regular basis within lessons; as part of this they are taught to be respectful to one another’s view points and learning styles.</p> <p>Lessons on ethical business are delivered within our GCSE courses; these focus on the respect the world commands and how businesses can minimise their negative impact on society and the planet.</p>	<p>Business Studies is a popular option choice across the Trust, a confirmation of our inspirational and engaging curriculum.</p> <p>Our curriculum is designed to inspire learners to work hard and achieve their potential.</p> <p>The Business Studies curriculum focuses on real world scenarios that learners will know about and are more likely to be engaged in.</p> <p>A focus on real world jobs and links to career opportunities inspires learners to look ahead to their future life chances.</p>

Year 7 & 8 – Please see our Literacy for Life Curriculum

Year 9 - Computing

	SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY			
Teaching Topic	Date																																											
Unit 1 Understanding Computers	31 August 2020																																											
	07 September 2020																																											
	14 September 2020																																											
	21 September 2020																																											
	28 September 2020																																											
	05 October 2020																																											
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Year 10/11 Creative iMedia

	SEPTEMBER					OCTOBER				NOVEMBER				DECEMBER			JANUARY				FEBRUARY			MARCH				APRIL			MAY				JUNE			JULY									
Date	31 August 2020	07 September 2020	14 September 2020	21 September 2020	28 September 2020	05 October 2020	12 October 2020	19 October 2020	26 October 2020	02 November 2020	09 November 2020	16 November 2020	23 November 2020	30 November 2020	07 December 2020	14 December 2020	21 December 2020	28 December 2020	04 January 2021	11 January 2021	18 January 2021	25 January 2021	01 February 2021	08 February 2021	15 February 2021	22 February 2021	01 March 2021	08 March 2021	15 March 2021	22 March 2021	29 March 2021	05 April 2021	12 April 2021	19 April 2021	26 April 2021	03 May 2021	10 May 2021	17 May 2021	24 May 2021	31 May 2021	07 June 2021	14 June 2021	21 June 2021	28 June 2021	05 July 2021	12 July 2021	19 July 2021
Year 10	R082 Creating Digital Graphics									R082 Creating Digital Graphics							R081 Pre-Production							R081 Pre-Production							R081 Pre-Production							R082 Creating Digital Graphics									
Year 11	R086 Digital Animation									R086 Digital Animation							R087 Multimedia Products							R087 Multimedia Products							R087 Multimedia Products																

Year 11 Business Studies (Enterprise and Marketing)

	SEPTEMBER					OCTOBER				NOVEMBER				DECEMBER			JANUARY				FEBRUARY			MARCH				APRIL			MAY				JUNE			JULY									
Date	31 August 2020	07 September 2020	14 September 2020	21 September 2020	28 September 2020	05 October 2020	12 October 2020	19 October 2020	26 October 2020	02 November 2020	09 November 2020	16 November 2020	23 November 2020	30 November 2020	07 December 2020	14 December 2020	21 December 2020	28 December 2020	04 January 2021	11 January 2021	18 January 2021	25 January 2021	01 February 2021	08 February 2021	15 February 2021	22 February 2021	01 March 2021	08 March 2021	15 March 2021	22 March 2021	29 March 2021	05 April 2021	12 April 2021	19 April 2021	26 April 2021	03 May 2021	10 May 2021	17 May 2021	24 May 2021	31 May 2021	07 June 2021	14 June 2021	21 June 2021	28 June 2021	05 July 2021	12 July 2021	19 July 2021
Year 10	R064 Enterprise and Marketing Concepts									R064 Enterprise and Marketing Concepts							R064 Enterprise and Marketing Concepts							R064 Enterprise and Marketing Concepts							R064 Enterprise and Marketing Concepts							R065 Produce a Business Proposal									
Year 11	R064 Enterprise and Marketing Concepts									R064 Enterprise and Marketing Concepts							R065 Produce a Business Proposal							R065 Produce a Business Proposal							R065 Produce a Business Proposal																