

## Intent: What are we trying to achieve?

## Quality of Education - Business

To inspire and motivate students to understand business and develop their analysis skills.

Business at Parklands aims to teach students about the business environment. Educating students on current events in the economic environment and the effects this can have in a micro and macro environment. We want students to understand how different events can affect businesses, and how businesses can react to the ever-changing business world. We believe that all students should enjoy discussing current events and that real world applications of the topics we cover will allow every student to gain a better understanding of businesses.

### Curious Learners

Business is all about linking real life events to theory. In business, we attempt to inspire learners to be curious by showing them real-life events and discussing news articles to drive their curiosity. We hope this gets students to discover new areas of business in their own time and discuss engaging articles and topics with their teachers.

### Respectful Citizens

We want students to shape the future by learning from past events. We encourage students to look at environmental policy in lesson time, and how success in business is not all about profit, and success can be managed in other ways. We specifically look at not-for-profit organisations and how they differ from other business structures.

### Aspirational Individuals

We want all students to aspire to be the best version of themselves. We teach students about successful entrepreneurs and how they aspire to be successful. We show students other people's routes to success and how they manage to achieve their goals. We study people from a wide range of backgrounds on how they achieve and measure their success.

### Motivated Achievers

Enjoyment is key for engagement in business. We aim to cover a broad, wide ranging KS4 curriculum which includes something to interest everyone. Students are encouraged to debate and discuss ideas. This is because one of the main areas in our business curriculum is to advise businesses on how to achieve their goals.

### The Key concepts that run through Business are:

- Fluency- students will constantly be using business terminology in lessons, and must be able to explain business activity.
- Application - students must be able to apply different business concepts to both familiar and unfamiliar situations.
- Investigation- students must be able to investigate different businesses, and identify problems and benefits to different legal structures.
- Similarity and difference - analysing different businesses and identifying benefits and challenges different businesses face.
- Debate - understanding different actions businesses can carry out to achieve their objectives.
- Source Analysis - engaging with evidence from case studies to extract information.