

CLAYTON HALL ACADEMY

Faculty and Department Curriculum and Assessment Handbook

Name of Faculty/Department: 21st Century Technology/ **Business Studies**

Our Curriculum Intent

The Technology team aim to develop resilient, independent and confident students who have practical and evaluative skills and analytical knowledge in our wide range of vocational subjects.

Students are encouraged to foster globally responsible attitudes through investigating materials, technological developments and an understanding of sustainability on a local, national and international level.

All our subjects include an understanding of how the world works and going forward to anticipate jobs that have not yet even been created. Technology is an ever-expanding discipline that has problem solving at its core, is academic as well as practical, involves learning through doing and we hope above all, enjoyable.

Gold Standard Teaching and Learning in Business Studies

Goal Orientated (Planning for Progress)

- Data driven Seating plans (highlighting DP, HAPs, MAPs, LAP, SEN)
- Students will engage in a Starter Task in every lesson (this can be a written or an oracy task).
- Differentiated Blooms, learning objectives displayed clearly.
- Students understand the Big Picture, what they are learning and why: links to prior learning made clear.
- Clearly identified links to Personal Development (RIC).
- Highly effective questioning to identify and address misconceptions.
- Formative and Summative Assessment to diagnose and inform next steps.
- Model excellence and how to achieve it.
- Revisit and 'low stakes' testing e.g. Starter and Plenary quizzes to make connections and support recall.

Open dialogue (Feedback for improvement)

- High quality feedback is given in response to specific pieces of work.
- Progress tracked on student's assessment maps.
- Regular formative assessment will be varied and impactful e.g. framed as a question as opposed to a comment.
- Live marking is encouraged to manage workload and teachers are encouraged to have 'purple pen in hand' when they are intervening with students during the lesson.
- Literacy corrections in line with stickers.
- Student response to feedback (DIRT) using green pen.
- Self and peer-assessment used to develop independence.

Learning Environment

- Positive Learning Environment created by mutually respectful relationships (staff/pupil + pupil/pupil).
- Adults consistently model the values of the school and support curriculum intent.
- Engaged, enthused and independent learners- Lighting Fires Curriculum.

- Reward effort and resilience by providing opportunities for students to speculate, investigate, and make mistakes.
- Consistent application of the Consequence and Achievement system.
- Students show pride in their learning through the presentation of their work:
 - o Neat organised books/folders with Assessment maps and Target stickers
 - o Date and title underlined with a ruler- classwork and home study clearly identified
 - o Support should be provided for students who miss lessons, either through Teams or via email.

Differentiation for Challenge and support

- Use of data and student information to plan for individual needs. (Prior Attainment, FFT 20/5 Target data, SEND)
- Differentiated learning outcomes (these can be verbalised or displayed in the classroom)
- Stretch and challenge- upholding high expectations for HAPs (Over 50% of our cohort)
- Targeted questioning- include all students and make students think, using open and follow up questions to expand understanding. No hands up.
- Improve oracy in the classroom; students respond to questions or contributions in full sentences (talk for writing).
- Additional intervention for disadvantaged, Vulnerable, VIP, with a particular focus on Narrowing the Word Gap.

Long Term Curriculum and Assessment Plan – Key Stage 4

Year 9

When?	What we are Learning and Assessing e.g. Topics/ Skills etc	How we are Assessing e.g. Extended writing, Project, exam etc	Links Backwards and Forward When was it last covered & when next?
Autumn 1	1.1 Enterprise and Entrepreneurship Look at how a business starts – with an idea Study the theory behind developing an idea (creativity) Analyse risk and reward in business	APT End of Topic Test about risk and reward and how to start a business	Next: Yr 9 PPE revision Sum 2. Recap as part of 2.1 in Aut 1 Yr 10 Recap in Aut 2 and Sum 1 of Yr 11
Autumn 2	1.2 Spotting a Business Opportunity What is market research? How do businesses segment a market? Study the area of competition in business markets	Past paper questions about Market research, writing practice questionnaires in Forms/other software APT End of Topic Test on segmentation and demographics	Next: Yr 9 PPE revision Sum 2. Recap as part of 2.2 in Aut 2 Spr 1 Yr 10 Recap in Aut 2 and Sum 1 of Yr 11
Spring 1	1.3 Putting a business idea into practice How to write aims and objectives Study how a business manages cash Basic calculations for profit and costs	Past paper questions of the calculations Pupils write their own SMART targets and research future careers	Next: Yr 9 Spr 2 as part of Business Plan 1.4 Yr 9 PPE revision Sum 2. Recap as part of 2.4 in Sum 1 Yr 10 Recap in Spr 2 of Yr 11
Spring 2	1.4 Making the start-up effective Analyse business ownership structures e.g. franchises Study how to compose a business plan Basic introduction to the marketing mix Locating a business theory	Past paper questions about ownership Justify which option they should choose ... Practice writing business plans in a group Location theory exam questions	Next: Yr 9 PPE revision Sum 2. Recap in Spr 1 of Yr 11
Summer 1	1.5 Understanding external influences on business What is the economy? How does it impact business? What are exchange rates and inflation?	Past paper questions calculating exchange rates and analysing the wider world for specific businesses	Next: Yr 9 PPE revision Sum 2. Recap in Aut 1 of Yr 10 as part of 2.1 Recap in Spr 2 of Yr 11
Summer 2	1.5 Understanding external influences on business Study business stakeholders and how they can impact a business – e.g. the local community Basic legislation and its impact on business e.g. equal rights How has technology impacted business?	Analysing how the business impacts various stakeholders and vice versa Exam questions around the law and business Theme 1 PPE	Next: Yr 9 PPE revision Sum 2. Recap in Aut 1 of Yr 10 as part of 2.1 Recap in Sum 2 of Yr 10 as part of 2.5 (recruitment law) Recap in Spr 2 of Yr 11

Year 10

When?	What we are Learning and Assessing e.g. Topics/ Skills etc	How we are Assessing e.g. Extended writing, Project, exam etc	Links Backwards and Forward When was it last covered & when next?
Autumn 1	2.1 Growing A Business Study the theory of growing a business and becoming global Analyse issues growth can create; such as ethical and environmental concerns	Research topic about ethics and why businesses must act ethically	Next: Yr 10 PPE revision Sum 2. Recap Aut 2 and Spr 1 of Yr 11 in COVID and Chester Zoo reports Recap Sum 1 of Yr 11
Autumn 2	2.2 Making Marketing Decisions Consolidates the marketing mix theory Look at each of the 4Ps in detail – price, place, product and promotion	Past paper questions about Product and price (9 mark justify type questions) Group work about Branding Exam questions around extension strategies PPE – Theme 1	Before: Spr 2 Yr 9 Next: Yr 10 PPE revision Sum 2. Recap Spr 2 of Yr 11
Spring 1	2.2 Making Marketing decisions Conclude the study of the 4Ps 2.3 Operational Decisions Study the theory behind producing products for the market Look at how a business can create a competitive advantage over its competition Analyse how a business must consider the quality of its final product	Past Paper Questions about Place and promotion (9 mark justify type questions) Promotion activities about different types of products Exam questions about production processes and quality control/assurance	Next: Yr 10 PPE revision Sum 2. Recap Spr 2 of Yr 11
Spring 2	2.3 Operational Decisions Study the Sales process theory and how it can be applied to multiple businesses Analyse the importance of a good relationship with a business' Suppliers	Case study examples about how the sale process can be applied to numerous business situations Exam questions about procurement and the supply chain	Next: Yr 10 PPE revision Sum 2. Recap Spr 2 of Yr 11
Summer 1	2.4 Making Financial Decisions Study a number of calculations businesses may use – Gross and Net profit and how to analyse different growth options with Average Rate of Return Study how a business interprets data using charts and why this is important for planning	Past Paper questions about the numerous calculations Work sheet case study examples that apply the formulas Case studies that use charts and ask pupils to interpret the data (12 mark evaluate type questions)	Before: Spr 1 Yr 9 Next: Yr 10 PPE revision Sum 2. Recap Spr 2 of Yr 11

When?	What we are Learning and Assessing e.g. Topics/ Skills etc	How we are Assessing e.g. Extended writing, Project, exam etc	Links Backwards and Forward When was it last covered & when next?
Summer 2	2.5 Making Human Resource decisions Study the theory of communication across business departments and with a business' customers Analyse the different ways a business can structure its workforce Look at how businesses recruit new staff and the stages they must follow Look at the legislation around hiring new staff	Recruitment group activity where they create the documents needed for a business to complete the recruitment process PPE – Theme 2	Before: Sum 2 Yr 9 - legislation Next: Yr 10 PPE revision Sum 2. Recap Sum 1 of Yr 11

Year 11

When?	What we are Learning and Assessing e.g. Topics/ Skills etc	How we are Assessing e.g. Extended writing, Project, exam etc	Links Backwards and Forward When was it last covered & when next?
Autumn 1	2.5 Making Human Resource decisions Analyse the importance of training staff and its impact on the long term growth of a business Study the theory behind motivation and the tools a business can use to keep their staff happy and productive	Pupils apply Maslow's theory to a range of situations using past exam questions (12 mark evaluate type questions)	Before: Sum 2 Yr 10 (2.5) Next: Recap Sum 1 of Yr 11
Autumn 2	Revisit Theme 1 topics. Recap market research using a case study about Chester Zoo (1.2) Recap aims and objectives by writing a Business Plan for a specific business area (1.3 and 1.4)	Extended writing project about Chester Zoo and customer service PPE 1 Theme 1	Before: Aut 2, Spr 1 and Sp2 Yr 9 Next: Sum 1 revision
Spring 1	Revisit Theme 1 topics. Recap the law in business, stakeholders and the economy through research tasks and mock questions (1.5) Analyse PPE 1 for any areas of weakness from Theme 1 and refresh these as required	Extended writing project about the impact of COVID on businesses, the law, finance and stakeholders Exam questions from Theme 1 linked to PPE Mixture of 9 and 12 mark examples	Before: Sum 1 and 2 Yr 9 Next: Sum 1 revision
Spring 2	Improving Theme 2 Knowledge and Understanding to show improvement in PPE grade. Pupils revisit the Marketing Mix through a group project (2.2) Revise the sales process through applying it to real world case studies (2.3). Study the area of procurement through a group project (2.3) Research the formulas for business calculations to consolidate their memory of these – practice them with a number of exam questions (2.4)	PPE 2 Theme 2 Marketing Mix group project Group based Supplier activity Practice questions that apply the formulas for calculations	Before: Aut 1 - Sum 1 Yr 10 Next: Sum 1 revision
Summer 1	Improving Theme 2 knowledge and understanding Analyse PPE 2 for any areas of weakness in Theme 2 and refresh these Refresh human resources and the recruitment process through activities around hiring staff (2.5)	Exam papers/questions/case studies. Individual task where they create the recruitment documents required to hire new staff General revision based exam questions	Before: Sum 2 Yr 10 Aut 1 Yr 11 Next: Sum 1 revision

Key Stage 4 Examination Overview

Exam Board Details: Edexcel

Qualification Details

Paper 1 50% 1 ½ hours (Theme 1)

Paper 2 50% 1 ½ hours (Theme 2)

What resources could I buy or borrow that will help my child?

Pearson Revise Edexcel (9-1) Business Revision Guide ISBN 978-1-292-19071-6

What are the key websites or Apps that my child could use?

Bitesize GCSE

What can I do to encourage my child to take a further interest in Business Studies?

Watch Dragons Den and The Apprentice to help understand the business world