Curriculum Overview

Business Department

Department	Business
Head of Department	Mrs K Bennett
Department Members	Mrs K Bennett; Mrs K Franks
Accommodation and Resources	B6, B10 (all classes have laptops/computers)

Curriculum Intent	Business students develop an understanding for the economic system they will work in and gain knowledge of the terms and processes of business and economy. We aim to create outstanding Business students. The intent of the curriculum is to develop students' understanding of how the local/national/ global economy works through evaluating and analysing economic issues, problems and institutions that affect everyday life. Also, to equip students with the appropriate knowledge to study the subject at a higher level and to develop employability skills for the future. Business is a dynamic subject. Students will learn about the diverse nature of business enterprise and the interdependence of the various parts of the business world. They will explore business success and business failure, investigate local, national and global business markets, and understand how businesses need to adapt and respond strategically to the changing environment in which they operate to survive and grow. This constant evolutionary process makes business a fascinating subject. Through studying business, students will develop transferable skills that will prepare them for studying at university or moving into the world of work. They will become skilled in making decisions, solving problems, applying numerical skills (including understanding finance and working with data) and understanding the business environment. They will also develop commercial awareness.

Curriculum Implementation

Edexcel GCSE Business Studies

Key Stage 4:

What my child will learn in Year 10

Year 10	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Unit Title	**1.1.1** The dynamic nature of business **1.1.3** The role of business enterprise **1.1.2** Risk and reward **1.2.1** Customer needs **2.3.4** The sales process	**1.3.1** Business aims and objectives **2.1.2** Changes in business aims and objectives **1.5.1** Business stakeholders **1.2.2** Market research **1.2.3** Market segmentation	**1.2.4** The competitive environment **1.4.1** The options for start-up and small businesses **2.1.1** Limited Companies **1.4.1** Franchises **1.4.3** The marketing mix	**2.2.1** Product **2.2.2** Price **2.2.3** Promotion	**2.2.4** Place **1.4.2** Business location **1.4.3** The marketing mix **2.2.5** Using the marketing mix to make business decisions	**1.3.4** Sources of business finance **2.1.1** Finance options for Limited Companies **1.3.2** Business revenues, costs and profits **2.4.1** Business calculations **1.3.3** Cash and cash-flow **2.4.2** Understanding business performance
Previous knowledge recalled	Profit/Loss (usually students have tacit understanding)	Product/Service Added value Enterprise, risk & reward (Profit/Loss) Customer Needs Sales Process	Profit/Loss Customer Needs Business Aims (PIGSS) Market research	Profit/Loss Customer Needs Business Aims (PIGSS) Market research Use of social media Competitive environment Unlimited & Limited Liability Owners vs shareholders The Marketing Mix	Profit/Loss Customer Needs Business Aims (PIGSS) Market research Use of social media Competitive environment Unlimited & Limited Liability Owners vs shareholders The Marketing Mix	Profit/Loss – Gross & Net Customer Needs Business Aims (PIGSS) Market research Use of social media Competitive environment Unlimited & Limited Liability Owners vs shareholders Marketing Mix (4Ps)
New Knowledge	Enterprise Risk & Reward Added Value Niche market Product / Service Customer Needs Sales Process	Business Aims (PIGSS) Stakeholders Market Research Primary & Secondary Quantitative & Qualitative Use of social media Market mapping	Types of Business ownership: Sole trader Partnership Private Limited Company (LTD) Public Limited Company (PLC) Franchise Unlimited & Limited Liability Owners vs shareholders Introduction to the Marketing Mix	The Marketing Mix (4Ps): Product Price Promotion	The Marketing Mix (4Ps): Place Business location	Sources of Finance Business revenue Business costs – fixed/variable Profits – Gross & Net Breakeven – diagrams, formula & margin of safety Average Rate of return Cash flow

Key Knowledge Assessment	**Assessment Point 1 - Entrepreneurship**	**Assessment Point 2 – Aims and Stakeholders**	**Assessment Point 3 – Market Research and Competitive Environment** **Assessment Point 4 - Ownership**	**Preparation for Year 10 PPE after Easter Holidays**	**PPE (based on all topics covered between Terms 1-4)**	**Assessment Point 5 – Finance**
Links to literacy and numeracy	Enterprise Risk & Reward Added Value Niche market Product / Service Customer Needs Sales Process Calculating profit	Business Aims (PIGSS) Stakeholders Market Research Primary & Secondary Quantitative & Qualitative Use of social media Market mapping Market share calculations	Types of Business ownership: Sole trader Partnership Private Limited Company (LTD) Public Limited Company (PLC) Franchise Unlimited & Limited Liability Owners vs shareholders Introduction to the Marketing Mix	The Marketing Mix (4Ps): Product Price Promotion	The Marketing Mix (4Ps): Place Business location	Sources of Finance Business revenue Business costs – fixed/variable Profits – Gross & Net Breakeven – diagrams, formula & margin of safety Average Rate of return Cash flow
Extra-Curricular opportunities	• Industry talks and guest speakers • Trips • Entrepreneurship competitions (linking with Tutor Time activities) • Work experience • Community service projects					
Links to careers/ aspirations	**Entrepreneurship and Business Ownership:** • Many entrepreneurs start their own businesses. GCSE Business Studies equips students with knowledge about business planning, marketing, finance, and operations, which are crucial for those considering starting their own ventures. **Management and Leadership:** • Understanding management principles is essential for leadership roles in various industries. GCSE Business Studies introduces concepts related to organizational structure, leadership styles, and decision-making processes. **Marketing and Advertising:** • Careers in marketing and advertising involve promoting products or services. GCSE Business Studies covers marketing strategies, market research, and the importance of branding, providing a solid foundation for roles in these fields. **Finance and Accounting:** • For those interested in finance and accounting, GCSE Business Studies offers insights into financial statements, budgeting, and basic accounting principles. This knowledge is valuable for careers in accounting, finance, or roles that involve managing financial resources. **Human Resources:** • Understanding human resource management is crucial for roles that involve hiring, training, and managing personnel. GCSE Business Studies introduces concepts related to recruitment, training, and employee motivation. **Economics and Policy Analysis:** • A background in business studies can be beneficial for careers in economics and policy analysis, where understanding the market, economic trends, and business strategies is essential. **Supply Chain and Operations:** • Jobs related to supply chain management and operations require knowledge of logistics, inventory management, and production processes. GCSE Business Studies covers these areas, providing a good foundation for careers in operations management. **International Business:** • With globalization, businesses operate on a global scale. GCSE Business Studies introduces concepts related to international trade, global markets, and multinational corporations, which is valuable for careers in international business. **Corporate Social Responsibility (CSR):** • The concept of CSR is increasingly important in the business world. GCSE Business Studies may touch upon ethical considerations and social responsibility, which is relevant for careers focused on sustainability and corporate responsibility. **Problem-Solving and Critical Thinking:** • The analytical and problem-solving skills developed through GCSE Business Studies are transferable to various careers where critical thinking and strategic decision-making are essential.					
Links to our Fulston	GCSE Business Studies encourages students to show:					

FAMILY values	**Fortitude:** Problem-solving challenges; risk-taking and decision-making; entrepreneurial thinking; learning from business failure; project management skills; understanding economic challenges; adapting to change (dynamic business environment); teamwork and leadership skills; ethical decision-making; presentation and communication skills. **Ambition:** Entrepreneurial perspective; applying knowledge to real-world case studies; business planning and strategy; understanding market opportunities; leadership development; innovation and creativity; global perspective; financial literacy; ethical ambition; career path exploration. **Mindfulness:** Critical thinking and reflection; decision-making skills; stress management; time management; ethical considerations; teamwork and collaboration; mindful leadership; environmental sustainability; customer focus; reflection on success and failure. **Integrity:** Ethical business practices; corporate social responsibility (CSR); case studies on ethical issues; transparency and accountability; consumer trust; legal and regulatory compliance; personal integrity in entrepreneurship. **Leadership:** Understanding leadership styles; case studies on successful leaders; teamwork and collaboration; project management skills; entrepreneurial thinking; decision-making and problem-solving; communication skills; ethical leadership; adaptability and change management; learning from leadership failures; personal development and reflection; leadership in innovation. **Young Citizens:** Corporate social responsibility (CSR); ethical decision-making; sustainable business practices; community engagement; stakeholder consideration; Fair Trade and ethical sourcing; consumer awareness; social entrepreneurship; employment practices and diversity in the workplace; responsible marketing; financial literacy; charitable initiatives.

What my child will learn in Year 11

Year 11	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Unit Title	**2.3.1** Business operations **2.3.3** Managing quality **2.3.2** Working with suppliers	**2.1.1** Business growth **1.4.4** Business plans	**1.5.2** Technology and business **1.5.3** Legislation and business **1.5.4** The economy and business **2.1.4** Ethics, the environment and business	**2.1.3** Business and globalisation **2.5.1** Organisational structures **2.5.2** Effective recruitment **2.5.4** Motivation **2.5.3** Effective training and development	REVISION	EXAMS
Previous knowledge recalled	Profit/Loss – Gross & Net Market research Competitive environment Owners vs shareholders Marketing Mix (4Ps) Business revenue & costs – fixed/variable Breakeven &Cash Flow	Profit/Loss – Gross & Net Market research Competitive environment Owners vs shareholders Marketing Mix (4Ps) Business revenue & costs – fixed/variable Breakeven &Cash Flow Production processes Working with suppliers Managing Stock	Profit/Loss – Gross & Net Market research Competitive environment Owners vs shareholders Marketing Mix (4Ps) Business revenue & costs – fixed/variable Breakeven &Cash Flow Production processes Working with suppliers Managing Stock	Profit/Loss – Gross & Net Market research Competitive environment Owners vs shareholders Marketing Mix (4Ps) Business revenue & costs – fixed/variable Breakeven &Cash Flow Production processes Working with suppliers Managing Stock	REVISION	EXAMS

			Business Growth Internal/Organic External/Inorganic/ Merger/Takeover Change of Aims Business Plans	Business Growth Internal/Organic External/Inorganic/ Merger/Takeover Change of Aims Business Plans Use of technology in business Legislation: Consumer law Employment law Health & Safety The Economy and Business Ethics, the environment and business		
New Knowledge	Production processes: Job, Batch, Flow Productivity Use of technology Quality Control vs Quality Assurance Working with suppliers Managing Stock Bar and Gate Graphs Just in Time	Business Growth Internal/Organic External/Inorganic/ Merger/Takeover Change of Aims Business Plans	Use of technology in business Legislation: Consumer law Employment law Health & Safety The Economy and Business Ethics, the environment and business Organisational structures Effective recruitment	Globalisation Organisational structures Effective recruitment Motivation Effective training and development	REVISION	
Key Knowledge Assessment	**Assessment Point 6 – Production Methods** **Assessment Point 7 – Business Growth**	**PPE (based on all content covered in Year 10 and Term 1 of Year 11)**	**Assessment Point 7 – Business Growth** **Assessment Point 8 – External Influences (technology; legislation; economy; ethics; environment)**	**Assessment Point 9 – Human Resources**	REVISION	
Links to literacy and numeracy	Production processes: Job, Batch, Flow Productivity Use of technology Quality Control vs Quality Assurance Working with suppliers Managing Stock Bar and Gate Graphs Just in Time	Business Growth Internal/Organic External/Inorganic/ Merger/Takeover Change of Aims Business Plans	Use of technology in business Legislation: Consumer law Employment law Health & Safety The Economy and Business Ethics, the environment and business Organisational structures Effective recruitment	Globalisation Organisational structures Effective recruitment Motivation Effective training and development		
Extra-Curricular opportunities	• Industry talks and guest speakers • Trips • Entrepreneurship competitions (linking with Tutor Time activities) • Work experience • Community service projects					
Links to careers/ aspirations	**Entrepreneurship and Business Ownership:** • Many entrepreneurs start their own businesses. GCSE Business Studies equips students with knowledge about business planning, marketing, finance, and operations, which are crucial for those considering starting their own ventures. **Management and Leadership:** • Understanding management principles is essential for leadership roles in various industries. GCSE Business Studies introduces concepts related to organizational structure, leadership styles, and decision-making processes. **Marketing and Advertising:**					

	• Careers in marketing and advertising involve promoting products or services. GCSE Business Studies covers marketing strategies, market research, and the importance of branding, providing a solid foundation for roles in these fields. **Finance and Accounting:** • For those interested in finance and accounting, GCSE Business Studies offers insights into financial statements, budgeting, and basic accounting principles. This knowledge is valuable for careers in accounting, finance, or roles that involve managing financial resources. **Human Resources:** • Understanding human resource management is crucial for roles that involve hiring, training, and managing personnel. GCSE Business Studies introduces concepts related to recruitment, training, and employee motivation. **Economics and Policy Analysis:** • A background in business studies can be beneficial for careers in economics and policy analysis, where understanding the market, economic trends, and business strategies is essential. **Supply Chain and Operations:** • Jobs related to supply chain management and operations require knowledge of logistics, inventory management, and production processes. GCSE Business Studies covers these areas, providing a good foundation for careers in operations management. **International Business:** • With globalization, businesses operate on a global scale. GCSE Business Studies introduces concepts related to international trade, global markets, and multinational corporations, which is valuable for careers in international business. **Corporate Social Responsibility (CSR):** • The concept of CSR is increasingly important in the business world. GCSE Business Studies may touch upon ethical considerations and social responsibility, which is relevant for careers focused on sustainability and corporate responsibility. **Problem-Solving and Critical Thinking:** • The analytical and problem-solving skills developed through GCSE Business Studies are transferable to various careers where critical thinking and strategic decision-making are essential.
Links to our Fulston FAMILY values	A Level Business encourages students to show: **Fortitude:** Problem-solving challenges; risk-taking and decision-making; entrepreneurial thinking; learning from business failure; project management skills; understanding economic challenges; adapting to change (dynamic business environment); teamwork and leadership skills; ethical decision-making; presentation and communication skills. **Ambition:** Entrepreneurial perspective; applying knowledge to real-world case studies; business planning and strategy; understanding market opportunities; leadership development; innovation and creativity; global perspective; financial literacy; ethical ambition; career path exploration. **Mindfulness:** Critical thinking and reflection; decision-making skills; stress management; time management; ethical considerations; teamwork and collaboration; mindful leadership; environmental sustainability; customer focus; reflection on success and failure. **Integrity:** Ethical business practices; corporate social responsibility (CSR); case studies on ethical issues; transparency and accountability; consumer trust; legal and regulatory compliance; personal integrity in entrepreneurship. **Leadership:** Understanding leadership styles; case studies on successful leaders; teamwork and collaboration; project management skills; entrepreneurial thinking; decision-making and problem-solving; communication skills; ethical leadership; adaptability and change management; learning from leadership failures; personal development and reflection; leadership in innovation. **Young Citizens:** Corporate social responsibility (CSR); ethical decision-making; sustainable business practices; community engagement; stakeholder consideration; Fair Trade and ethical sourcing; consumer awareness; social entrepreneurship; employment practices and diversity in the workplace; responsible marketing; financial literacy; charitable initiatives.

Extended Learning Opportunities for Key Stage 4	• Business books and publications • Work experience • Participation in competitions • Networking events • Business podcasts and webinars • Trips to see businesses/industries in action	

Edexcel A Level Business

Key Stage 5:

What my child will learn in Year 12

Year 12	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Unit Title	**1.1** Meeting customer needs **1.2** The market **2.1** Raising finance **2.2** Financial planning	**1.3** Marketing mix and strategy **2.3** Managing finance	**1.4** Managing people **2.4** Resource management	**1.5** Entrepreneurs and leaders **2.5** External influences	**3.1** Business objectives and strategy **3.4** Influences on business decisions	**3.4** Influences on business decisions
Previous knowledge recalled	Knowledge learnt from GCSE Business Studies (if students have previously studied this). Profit/Loss (usually students have tacit understanding).	Meeting customer needs The market Raising finance Financial planning	Meeting customer needs The market Marketing mix and strategy Raising finance Financial planning Managing finance	Meeting customer needs The market Marketing mix and strategy Managing people Raising finance Financial planning Managing finance Resource management	Meeting customer needs The market Marketing mix and strategy Managing people Entrepreneurs and leaders Raising finance Financial planning Managing finance Resource management External influences	Meeting customer needs The market Marketing mix and strategy Managing people Entrepreneurs and leaders Raising finance Financial planning Managing finance Resource management External influences Business objectives and strategy Influences on business decisions
New Knowledge	Meeting customer needs The market Raising finance Financial planning	Meeting customer needs The market Marketing mix and strategy Raising finance Financial planning Managing finance	Meeting customer needs The market Marketing mix and strategy Managing people Raising finance Financial planning Managing finance Resource management	Meeting customer needs The market Marketing mix and strategy Managing people Entrepreneurs and leaders Raising finance Financial planning Managing finance Resource management External influences	Business objectives and strategy Influences on business decisions	Influences on business decisions

Key Knowledge Assessment	Hand out pupil Personalised Learning Checklist - RAG rate topics and content as it is studied End of Topic Test 1.1 – Meeting customer needs End of Topic Test 1.2 – The market End of Topic Test 2.1 – Raising finance End of Topic Test 2.2 – Financial planning	End of Topic Test 1.3 – Marketing mix and strategy End of Topic Test 2.3 – Managing finance	End of Topic Test 1.4 – Managing people End of Topic Test 2.4 – Resource management	End of Topic Test 1.5 – Entrepreneurs and leaders End of Topic Test 2.5 – External influences	Revision	Year 12 PPE – Theme 1 and Theme 2
Links to literacy and numeracy	Meeting customer needs The market (including calculation of market share, PED and YED) Raising finance – Cash flow forecasting Financial planning – Sales forecasting, sales, revenue and costs, break-even, budgets	Marketing mix and strategy (product, place, price and promotion) Managing finance – Profit, liquidity, business failure	Managing people Resource management – Methods of production, capacity utilisation, stock control, quality control	Entrepreneurs and leaders External influences	Business objectives and strategy Influences on business decisions	Influences on business decisions
Extra-Curricular opportunities	• Industry talks and guest speakers • Trips • Entrepreneurship competitions (linking with Tutor Time activities) • Work experience • Community service projects • YouTube – Bizconsesh and Two Teachers					
Links to careers/ aspirations	**Entrepreneurship and Business Ownership:** • Many entrepreneurs start their own businesses. A Level Business Studies equips students with knowledge about business planning, marketing, finance, and operations, which are crucial for those considering starting their own ventures. **Management and Leadership:** • Understanding management principles is essential for leadership roles in various industries. A Level Business Studies introduces concepts related to organizational structure, leadership styles, and decision-making processes. **Marketing and Advertising:** • Careers in marketing and advertising involve promoting products or services. A Level Business Studies covers marketing strategies, market research, and the importance of branding, providing a solid foundation for roles in these fields. **Finance and Accounting:** • For those interested in finance and accounting, A Level Business Studies offers insights into financial statements, budgeting, and basic accounting principles. This knowledge is valuable for careers in accounting, finance, or roles that involve managing financial resources. **Human Resources:** • Understanding human resource management is crucial for roles that involve hiring, training, and managing personnel. A Level Business Studies introduces concepts related to recruitment, training, and employee motivation. **Economics and Policy Analysis:** • A background in business studies can be beneficial for careers in economics and policy analysis, where understanding the market, economic trends, and business strategies is essential. **Supply Chain and Operations:**					

	• Jobs related to supply chain management and operations require knowledge of logistics, inventory management, and production processes. A Level Business Studies covers these areas, providing a good foundation for careers in operations management. **International Business:** • With globalization, businesses operate on a global scale. A Level Business Studies introduces concepts related to international trade, global markets, and multinational corporations, which is valuable for careers in international business. **Corporate Social Responsibility (CSR):** • The concept of CSR is increasingly important in the business world. A Level Business Studies may touch upon ethical considerations and social responsibility, which is relevant for careers focused on sustainability and corporate responsibility. **Problem-Solving and Critical Thinking:** • The analytical and problem-solving skills developed through A Level Business Studies are transferable to various careers where critical thinking and strategic decision-making are essential.
Links to our Fulston FAMILY values	A Level Business encourages students to show: **Fortitude:** Problem-solving challenges; risk-taking and decision-making; entrepreneurial thinking; learning from business failure; project management skills; understanding economic challenges; adapting to change (dynamic business environment); teamwork and leadership skills; ethical decision-making; presentation and communication skills. **Ambition:** Entrepreneurial perspective; applying knowledge to real-world case studies; business planning and strategy; understanding market opportunities; leadership development; innovation and creativity; global perspective; financial literacy; ethical ambition; career path exploration. **Mindfulness:** Critical thinking and reflection; decision-making skills; stress management; time management; ethical considerations; teamwork and collaboration; mindful leadership; environmental sustainability; customer focus; reflection on success and failure. **Integrity:** Ethical business practices; corporate social responsibility (CSR); case studies on ethical issues; transparency and accountability; consumer trust; legal and regulatory compliance; personal integrity in entrepreneurship. **Leadership:** Understanding leadership styles; case studies on successful leaders; teamwork and collaboration; project management skills; entrepreneurial thinking; decision-making and problem-solving; communication skills; ethical leadership; adaptability and change management; learning from leadership failures; personal development and reflection; leadership in innovation. **Young Citizens:** Corporate social responsibility (CSR); ethical decision-making; sustainable business practices; community engagement; stakeholder consideration; Fair Trade and ethical sourcing; consumer awareness; social entrepreneurship; employment practices and diversity in the workplace; responsible marketing; financial literacy; charitable initiatives.

What my child will learn in Year 13

Year 13	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Unit Title	**3.1** Business objectives and strategy **3.2** Business growth **4.1** Globalisation	**3.3** Decision-making techniques **4.2** Global markets and business expansion	**3.5** Assessing competitiveness **4.3** Global marketing	**3.6** Managing change **4.4** Global industries and companies (multinational corporations)	REVISION	EXAMS
Previous knowledge recalled	Meeting customer needs The market Marketing mix and strategy Managing people Entrepreneurs and leaders Raising finance Financial planning Managing finance Resource management External influences	Meeting customer needs The market Marketing mix and strategy Managing people Entrepreneurs and leaders Raising finance Financial planning Managing finance Resource management External influences	Meeting customer needs The market Marketing mix and strategy Managing people Entrepreneurs and leaders Raising finance Financial planning Managing finance Resource management External influences	Meeting customer needs The market Marketing mix and strategy Managing people Entrepreneurs and leaders Raising finance Financial planning Managing finance Resource management External influences	Meeting customer needs The market Marketing mix and strategy Managing people Entrepreneurs and leaders Raising finance Financial planning Managing finance Resource management External influences	EXAMS

	Business objectives and strategy Influences on business decisions	Business objectives and strategy Influences on business decisions Business growth Globalisation	Business objectives and strategy Influences on business decisions Business growth Globalisation Decision-making techniques Global markets and business expansion	Business objectives and strategy Influences on business decisions Business growth Globalisation Decision-making techniques Global markets and business expansion Assessing competitiveness Global marketing	Business objectives and strategy Influences on business decisions Business growth Globalisation Decision-making techniques Global markets and business expansion Assessing competitiveness Global marketing Managing change Global industries and companies (MNCs)	
New Knowledge	Business objectives and strategy Business growth Globalisation	Decision-making techniques Global markets and business expansion	Assessing competitiveness Global marketing	Managing change Global industries and companies (multinational corporations)		
Key Knowledge Assessment	End of Topic Test 3.1 and 3.2 – Business objectives and strategy and business growth End of Topic Test 4.1 – Globalisation	End of Topic Test 3.3 – Decision-making techniques End of Topic Test 4.2 – Global markets and business expansion	Year 13 PPE Theme 1, Theme 2 and parts of Theme 3 and Theme 4	End of Topic Test 3.6 – Managing change End of Topic Test 4.4 – Global industries and companies (MNCs)	REVISION	
Links to literacy and numeracy	Business objectives and strategy Business growth Globalisation	Decision-making techniques Global markets and business expansion	Assessing competitiveness Global marketing	Managing change Global industries and companies (multinational corporations)		
Extra-Curricular opportunities	• Industry talks and guest speakers • Trips • Entrepreneurship competitions (linking with Tutor Time activities) • Work experience • Community service projects					
Links to careers/ aspirations	**Entrepreneurship and Business Ownership:** • Many entrepreneurs start their own businesses. A Level Business Studies equips students with knowledge about business planning, marketing, finance, and operations, which are crucial for those considering starting their own ventures. **Management and Leadership:** • Understanding management principles is essential for leadership roles in various industries. A Level Business Studies introduces concepts related to organizational structure, leadership styles, and decision-making processes. **Marketing and Advertising:** • Careers in marketing and advertising involve promoting products or services. A Level Business Studies covers marketing strategies, market research, and the importance of branding, providing a solid foundation for roles in these fields. **Finance and Accounting:** • For those interested in finance and accounting, A Level Business Studies offers insights into financial statements, budgeting, and basic accounting principles. This knowledge is valuable for careers in accounting, finance, or roles that involve managing financial resources. **Human Resources:**					

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Links to our Fulston FAMILY values	A Level Business Studies encourages students to show: **Fortitude:** Problem-solving challenges; risk-taking and decision-making; entrepreneurial thinking; learning from business failure; project management skills; understanding economic challenges; adapting to change (dynamic business environment); teamwork and leadership skills; ethical decision-making; presentation and communication skills. **Ambition:** Entrepreneurial perspective; applying knowledge to real-world case studies; business planning and strategy; understanding market opportunities; leadership development; innovation and creativity; global perspective; financial literacy; ethical ambition; career path exploration. **Mindfulness:** Critical thinking and reflection; decision-making skills; stress management; time management; ethical considerations; teamwork and collaboration; mindful leadership; environmental sustainability; customer focus; reflection on success and failure. **Integrity:** Ethical business practices; corporate social responsibility (CSR); case studies on ethical issues; transparency and accountability; consumer trust; legal and regulatory compliance; personal integrity in entrepreneurship. **Leadership:** Understanding leadership styles; case studies on successful leaders; teamwork and collaboration; project management skills; entrepreneurial thinking; decision-making and problem-solving; communication skills; ethical leadership; adaptability and change management; learning from leadership failures; personal development and reflection; leadership in innovation. **Young Citizens:** Corporate social responsibility (CSR); ethical decision-making; sustainable business practices; community engagement; stakeholder consideration; Fair Trade and ethical sourcing; consumer awareness; social entrepreneurship; employment practices and diversity in the workplace; responsible marketing; financial literacy; charitable initiatives.

Extended Learning Opportunities for Key Stage 5	• Business books and publications • Work experience • Participation in competitions • Networking events • Business podcasts and webinars • Trips to see businesses/industries in action

Curriculum Impact	Students will develop a thorough appreciation of the key concepts outlined above and use these to be citizens, customers and consumers that understand the global economy, how they fit into the global, national and local economic and financial systems and become employees and employers of the future.