

## Curriculum Intent Statement for **Business**

At Chase Terrace Academy we aspire for all of our students to achieve greater things than they ever thought possible.

We pride ourselves on being a warm and welcoming school that places community at the heart of everything we do. Our ambitious curriculum is enriching and inclusive, providing challenge and breadth for all. This empowers our students to become compassionate, confident and creative individuals who are resilient, respectful and equipped with a desire to take up a fulfilling role in society and the wider world.

In Business we push students to explore not just the principles of Business, but how enterprise on a global scale affects all our lives regardless of background, chosen career or political outlook. We study a variety of topics from Year 9, through to key stage 4 and 5 and aim to give our learners practical, real life skills that equip them to make sensible financial choices, prepare for their financial futures and to understand how the world of Business will affect their personal finances and career choices. Ultimately, we aim to give students the knowledge and experience they need to study Business to degree level or to be able to apply their knowledge of Business to their future aspirations and career plans.

### Year 9 Curriculum Implementation Plan (Business)

Business				
Knowledge and Skills – Students will be taught to...	Reading, Literacy and Numeracy	Formative Assessment	Summative Assessment	Link to GCSE Content
<ul style="list-style-type: none"> <li>Examine why people start businesses</li> <li>Understand some of the different stakeholders in business</li> <li>Explore some of the risks and rewards of business ownership</li> <li>Be able to identify different types of businesses that exist</li> <li>To explore who actually owns businesses</li> <li>To be able to identify the best type of</li> </ul>	<b>Reading:</b> <ul style="list-style-type: none"> <li>Regular use of on screen sources of information</li> <li>Research and online reading and extracts</li> </ul>	On screen reviews of student work  Regular self assessment at key stages against level descriptors	One end of unit on screen test.  Content included in the end of year assessment	Unit 1.1 – Business Activity Unit 1.2 – Marketing
	<b>Literacy:</b> <ul style="list-style-type: none"> <li>Extended written responses across units</li> <li>In depth research and referencing of sources</li> <li>Use of spelling and grammar tools</li> </ul>	Regular opportunities to revisit previous tasks and improve based on feedback  Verbal feedback on an individual basis  Whole class feedback		



<p>business for given examples</p> <ul style="list-style-type: none"><li>• Look at the need for different markets</li><li>• Identify market segments</li><li>• Look at how businesses collect and use market information</li><li>• Look at how a business uses branding to appeal to customers</li><li>• Create your own brand for a given scenario</li></ul>	<ul style="list-style-type: none"><li>• Regular review of in class work focussed on level of written response</li><li>• Modelling of appropriate level of written response</li></ul> <p>Numeracy:</p> <ul style="list-style-type: none"><li>• Calculations including:<ul style="list-style-type: none"><li>○ Interest</li><li>○ Average</li><li>○ Min/Max</li><li>○ Interpreting trends from data</li></ul></li></ul>	<p>Microsoft Forms based quizzes and quick tests with visual feedback</p>		
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