

What do we do? At West Exe School, our Business Studies program goes beyond textbooks to provide students with a dynamic learning experience. We focus on equipping students with powerful knowledge, fostering essential skills, and nurturing cultural capital.

How does Business equip students with powerful knowledge? In Business Studies, students gain powerful knowledge through a practical and immersive curriculum. Our focus on entrepreneurship, real-world understanding, and cultural patterns ensures that students acquire not just theoretical concepts but also the skills needed to navigate the dynamic business landscape.

What skills and cultural capital do students gain in Business? Students in Business Studies not only develop essential skills such as problem-solving, creative thinking, and effective communication but are also immersed in the realms of entrepreneurship and real-world understanding. Our curriculum places a particular emphasis on exploring cultural patterns that intricately link to pricing and marketing concepts, providing students with a nuanced understanding of how businesses operate in diverse contexts.

How do we support literacy in Business? To support literacy, our well-structured lessons incorporate key terminology and high-level examples. We go beyond by utilizing effective tools such as structure strips and planning time, our strategies include turn-and-talk exercises, reading consistency, and comprehensive writing structures empowering students to build on oracy skills. These tools not only enhance understanding but also facilitate thoughtful articulation of business concepts, providing students with a multifaceted approach to grasp and communicate business concepts effectively.

How is the Business curriculum designed? Our curriculum is meticulously designed with carefully constructed booklets that make every moment count. Through projects, visits, and trips, we bring concepts to life, providing students with a hands-on and engaging learning experience.

How do you use spaced practice / retrieval practice? Spaced practice is integrated through booklets packed with exam-style questions, fostering confidence and reinforcing key concepts. This approach ensures that students regularly revisit and retrieve information, solidifying their understanding over time.

What content do you cover and how is this delivered over time? Our Business Studies curriculum encompasses a broad spectrum of essential topics, strategically sequenced to foster a comprehensive understanding of the business landscape. Over time, students explore foundational elements, including the establishment of a business, financial considerations, and legal obligations. Additionally, we dive into crucial areas such as breakeven analysis, ownership structures, and the impacts of globalization on business strategies. Our emphasis on motivation, human resources, and workplace dynamics provides insights into building and managing effective teams. Notably, our curriculum places a significant focus on marketing, covering everything from branding strategies to market dynamics. The delivery is carefully crafted, incorporating theoretical lessons, practical projects, and real-world case studies. This methodical approach ensures a gradual and deepening comprehension of business concepts, preparing students for the dynamic challenges of the business world.

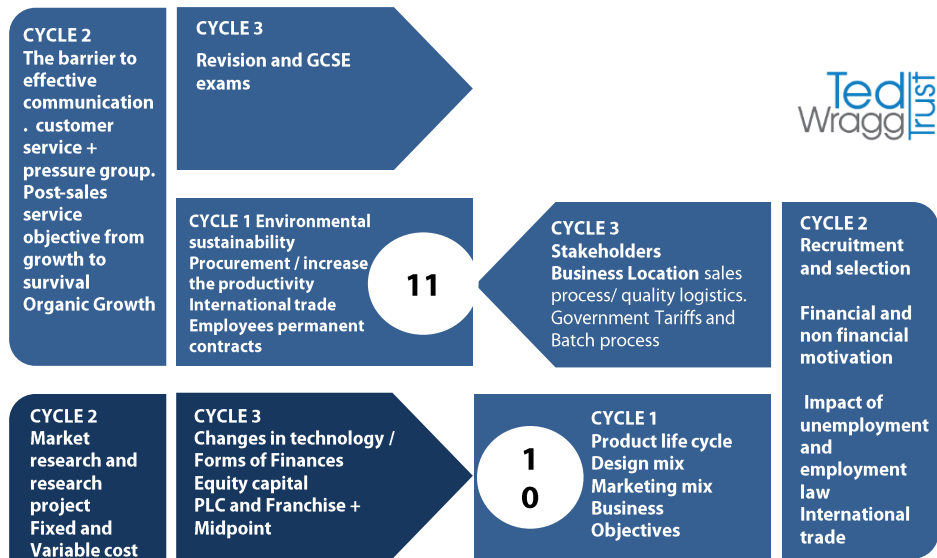
What content do you not cover (that others might) and why?

While some programs may focus solely on profit-making aspects, our curriculum uniquely emphasizes social responsibility. We believe in providing a holistic view of business, considering the ethical and societal implications that go beyond mere financial gains.

How do you sequence the curriculum so that new knowledge and skills builds on what has been taught before?

Our Business Studies curriculum is meticulously designed to cover a diverse array of vital topics, strategically unfolding over time to foster a holistic understanding of the business landscape. From the foundational aspects of business establishment, financial considerations, and legal obligations, we progress into specialized areas, including breakeven analysis, ownership structures, and the global impacts on business strategies. A significant emphasis is placed on motivation, human resources, and workplace dynamics, providing practical insights into effective team management.

Importantly, our curriculum prioritizes marketing, addressing key elements from branding strategies to market dynamics. The delivery method is carefully calibrated, blending theoretical lessons, hands-on projects, and real-world case studies. This strategic approach ensures that knowledge is not only acquired but continuously developed, allowing students to build essential skills progressively. This sequential structure lays the groundwork for students to make broader connections and insights, crucial for tackling extensive and high-scoring extended writing tasks.



Our Business Studies curriculum is meticulously designed to reflect and embrace **Equity, Diversity, and Inclusion (EDI)** not only in theory but in the practical application of the concepts explored through diverse case studies and companies featured. Throughout the curriculum, we strategically select case studies and companies that represent a broad spectrum of industries, regions, and social contexts. We aim to expose our students to a rich tapestry of perspectives and experiences within the business world. Moreover, our commitment to EDI is evident in the £5 activity, where students engage with real-world scenarios that mirror the challenges faced by businesses operating in different socio-economic contexts.

Potential Future careers in Business

In the realm of business, diverse and dynamic career opportunities await individuals with varied interests and skills. Catering to different aspects of the business landscape, Marketing Managers, Financial Analysts, Human Resources Entrepreneurs chart their course by launching and managing their ventures. Management Consultants, Business Analysts, Data Scientists, Corporate Social Responsibility Managers. These careers collectively showcase the diverse avenues within the business sector, offering individuals the chance to explore roles aligned with their passions and expertise.

Reading, TV and podcast

1. **"Dragons' Den"**: Entrepreneurs pitch their business ideas to a panel of successful investors, providing insights into the world of business startups.
2. **"The Apprentice"**: Contestants compete in business-related tasks, showcasing their entrepreneurial skills under the mentorship of a successful businessperson.
3. **"Inside Job"**: An animated documentary series on Netflix exploring various corporate scandals and controversies, offering lessons in business ethics and decision-making.
4. Two teachers www.twoteachers.co.uk/ videos and case studies.
5. The bottom line: BBC program with three experts debating an area of business.

Key concepts

