**Oasis Academy Brightstowe Business Studies Curriculum: Statement of Intent**

**Purpose of study**

The Oasis Business Curriculum will equip students with knowledge which they will learn to apply to achieve their goals, using both logical and creative thinking. They will learn further valuable life skills around professionalism, resilience and time-management and achieving as an individual as well as collaborative work within a team. This will be delivered in active learning environments where the students are valued as individuals and encouraged to be proactive in their learning. Students will have the opportunity to investigate and research businesses in the Private and Voluntary sectors of the economy. Our Business curriculum will give pupils the core skills and knowledge they’ll need to prepare for an enterprising career. They’ll learn how a business is structured, who stakeholders are and why they’re important, and will gain an understanding of the different areas of a business, from HR and finance to operations and marketing. The final synoptic project of the KS4 course draws together all the prior learning of the students and gives them the opportunity to plan and present a cohesive business plan to demonstrate the skills and knowledge they have developed throughout the course of their study.

We value character, competence and community in our curriculum:

**Character** – this will be developed through inclusion, mutual respect and motivation to learn in Business studies. We value and *care* about our students as individuals and welcome their contributions to the group learning experience.

**Competence** – will be achieved through active learning, problem solving and maintaining a good understanding of current affairs.

**Community** – the diversity of local businesses will be studied where students will be encouraged to think about ethics within business and how they can contribute to their local community and the wider society as a whole.

**Aims/Outcomes:**

Through our carefully sequenced and ambitious curriculum, we intend that our varied and diverse business education provision will achieve these outcomes. To equip all students with the knowledge and skills, we ensure students know how to:

* Research and learn about local, national and international businesses in different sectors.
* Develop a sound understanding of marketing concepts and how a marketing campaign is developed. Learners will also need to be able to interpret and use data to suggest an appropriate marketing campaign for a business and justify why the campaign will suit the needs of the business
* Understand the purpose of accounting and will need to calculate break-even and cashflow forecasts, conduct ratio analysis and calculateset up and running costs of a business.
* Develop an understanding of the importance of building relationships with customers through identifying needs and expectations, and the impact of current legislation and regulations on customer service provision.
* To understand the skills and motivations of entrepreneurs as well the advantages of different legal and organizational structures available to businesses