

### Statement of Intent

The Oasis Academy John Williams GCSE Business curriculum has a core aim of developing enterprising minds, and instilling a passion for Business. We want our students to feel empowered to start their own business, from developing a technological solution, to opening a new takeaway, to being a personal trainer! In addition, we want our students to have the skills and confidence to seek progression within existing Businesses, in career paths such as recruitment and marketing. In addition to developing the **character** of our students, we want our students to have the **competence** to succeed in Business. Students will gain a strong understanding of business concepts, business terminology, business objectives and the integrated nature of business activity. Crucially, students will become confident in applying their understanding to unfamiliar contexts on a local, national and global scale. Students will gain opportunities to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business. Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. Theme 2 examines how a business develops beyond the start-up phase. Not only do we want our students to have the character and competence necessary to succeed in Business, but we also want our students to become ethical business people with a strong understanding of how decisions made in Business can impact the local, national and global **community**.

### Character

- The fundamental aim of the curriculum is to instil **a passion for Business among students and develop enterprising minds**; we want our students to gain a sense of hope for the future, **gaining a sense of empowerment to start their own business or seek career progression within an existing business**.
- The **curriculum will equip students with the qualities needed to succeed in Business** including the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems.
- Students will have the opportunity to make more informed decisions as not only business people, but as consumers**, for example when applying for a loan or making more ethical and sustainable choices.

## Competence

- ❑ The curriculum intends to build **strong foundations**, whereby we explicitly teach tier 2 vocabulary to build literacy alongside the numeracy skills needed within a business setting.
- ❑ The curriculum intends to be **academic and rigorous**, using up to date teaching methods based on cognitive science whereby students are shown how to be successful through modelling and direct instruction and students are given deliberate opportunity to practise so that they can develop a deeper understanding. Regular retrieval practice will further support the imbedding of knowledge, and allow students to draw links.
- ❑ The GCSE Business curriculum will imbed a **strong understanding of business concepts, business terminology, business objectives and the integrated nature of business activity.**
- ❑ The GCSE Business curriculum will provide **opportunities for students to become digitally fluent** through online assessment, researching specific business examples online or using platforms such as Excel to present data.
- ❑ Students will have opportunities to **develop and apply quantitative skills relevant to business**, including using and interpreting data.
- ❑ **Students will become confident in applying their understanding to unfamiliar contexts** and construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.



## Community

- ❑ In Oasis, we champion diversity and inclusivity; **the GCSE Business Curriculum will equip students to work ethically within the business world**, complying with all relevant legislation regarding consumer rights, anti-discrimination, ethical working practices, health and safety and environmental protection.
- ❑ **The GCSE Business curriculum will equip students to become active citizens within the local, national and global community** by considering how business decisions may impact a range of stakeholders including employees, the local community, consumers, suppliers and government.
- ❑ The **GCSE Business curriculum will equip students to form positive relationships** with staff, shareholders and suppliers within the business world.