



Longridge High School



THE BAY
LEARNING TRUST

Curriculum Intent Business Studies

1. Vision & Purpose

- We wish to ignite entrepreneurial spirit, financial confidence, and ethical leadership in every pupil, preparing them to thrive in a global economy and contribute meaningfully to society.
- The subject develops entrepreneurial thinking, financial literacy, and problem-solving, enabling pupils to apply theory to real-world contexts.
- Business Studies aims to inspire future innovators and leaders. From classroom to boardroom, every learner can be a changemaker.

2. Ambition for All Learners

- The curriculum is accessible to all learners and encourages participation regardless of prior knowledge of business.
- SEND and disadvantaged pupils are supported with structured case studies and scaffolded tasks.
- High-attaining pupils are challenged with extended evaluation, critical thinking, and independent research tasks.

3. Knowledge & Skills Development

Pupils will:

- Evaluate case studies and business scenarios.
- Interpret data to make informed decisions.
- Apply business models and theories to real-world problems.
- Present business ideas and pitches and work in teams to solve challenges.
- Get involved with discussing ethical dilemmas and writing structured arguments.
- Learn how to make budgeting decisions with revenue and expenditure.
- Understand key business concepts such as marketing, finance, operations, human resources, and enterprise.
- Analyse how external factors (economic, legal, technological, environmental, ethical) affect businesses.
- Develop transferable skills: problem-solving, decision-making, critical analysis.
- Gain practical knowledge in financial planning, data interpretation, and strategic decision-making.

4. Sequencing & Progression

- **KS4:** introduces pupils to the principles of business and enterprise, following GCSE specifications. Core topics (e.g. business ownership, recruitment, finance, marketing) are taught first to provide a foundation before progressing to more complex decision-making and external influences.
- The curriculum builds incrementally, revisiting concepts (e.g. finance, marketing) in greater depth with increasing sophistication.
- Exam practice and real-life case studies consolidate knowledge and prepare pupils for assessments.

5. Literacy, Oracy & Vocabulary

- Subject-specific vocabulary is explicitly taught (e.g. profit, cash flow, economies of scale, stakeholder, market share).
- Oracy is developed through classroom discussions (e.g. ethical business vs profit), presentations.
- Written skills are developed through reports, essays, and structured exam responses.

6. Enrichment & Cultural Capital

- The school organises guest speakers who promote and discuss their own businesses and shared experiences. This allows pupils to reflect on their learning and what this looks like in real life.
- Financial literacy workshops: Partnering with banks or charities to teach budgeting, saving, and ethical finance.
- Pupils have opportunities to showcase their skills by entering business competitions.

7. Cross-Curricular Links & Real-World Relevance

- Links with Maths (financial calculations, data analysis), ICT/Computing (digital marketing, e-commerce), Geography (globalisation, development), and English (report writing, presentations).
- Prepares pupils for careers in business, finance, law, marketing, human resources, and management.
- Builds real-world understanding of how businesses function, how they affect everyday life, and how individuals can succeed in the workplace.

8. Safeguarding & Online Safety

Safeguarding Themes Embedded in Business Studies:

- Digital Safety and Online Conduct. Teaching safe use of digital platforms in marketing, exploring risks of online payment.
- Consumer Protection and Vulnerability. Analysing how businesses must protect vulnerable consumers (e.g. through ethical marketing, fair pricing).

9. Assessment & Impact

- Formative assessment through business scenarios, quizzes, and retrieval practice.
- Summative assessment using GCSE-style questions, extended written responses, and data interpretation tasks.
- Impact measured through outcomes, application of knowledge to case studies, and ability to explain business decisions with evidence.