

Oasis Academy Lister Park 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. They will also develop marketing and promotional campaigns for small businesses including investigating budgeting costs. They will learn about personal and business finance and the practical implications around this. They will role play and research customer skills in their last unit and understand the importance of customer service. They will also have the opportunity to be involved in extra-curricular activities.

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*/ wider society as a whole – *transforming lives*.

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 draw, calculate break-even and cashflow forecasts
- 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 enable all students to develop their character, confidence and identity through Business Studies, evidenced by:

Enthuse – We want our students to love Business and to be ambitious, motivated learners.

Encourage – We will work together with students to help them to reach their full potential. We aim to have close communication with families to maximise this.

Equip – We will equip our students with the knowledge and skills that they will need to achieve academically and practically with life skills.

Enable - We want the best from our students and want them to get the best from their learning. We will encourage problem solving and critical thinking skills which are valuable tools for life.

