

OCL Business 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 develop marketing and promotional campaigns and plan and pitch business ideas. They will learn about personal finance and the practical implications around this. They will have the opportunity to hone their CV and interview skills in order to really stand out as strong candidates in competitive work or further education environments and they will 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 to ensure students know how to:

- Examine different enterprises to develop knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs
- Explore ideas, plan and pitch a micro-enterprise activity to an audience, and use feedback to review their business plan
- Explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market

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.

