



Business Studies



Our intent

The Business Studies curriculum is designed to provide students with internal and external opportunities to grasp a broad understanding of the world of business across many different industries in an engaging way. It is important to give students an awareness of the different career options available to them and this course gives students the opportunity to develop new skills to give them an insight into some of the tasks that would need to be carried out in different careers.

The scheme of learning is structured around the coursework assignments. In Year 10 students look at the importance of market research and product development to help them understand the impacts this can have on the success of a product or service. The coursework units are further supplemented with theory content which also provides students with the knowledge required to sit their exam in Year 11. In the later part of Year 10, students will start working towards their second coursework unit centred around preparing for a Business Pitch to external stakeholders as well as creating a brand and a marketing campaign for their product.

Our 'why'

The world has so many moving parts in order for things and society to run - knowledge of how a range of businesses and business functions operate underpins this. Whether students want to start their own business or not, the curriculum is designed to equip them with skills to start a business post-TLA or give them skills to apply in further study or careers through developing skills such as presentation and communication skills. The curriculum also provides students with an awareness of the roles and careers available to them due to the broad range of areas business involves.

Our 'how'

Lessons give the opportunity for independent research and group discussions as well as the opportunity to gather real data to inform coursework

Learning is also supplemented by a range of internal and external opportunities throughout the course to give students real world case-studies to aid understanding of topics that can then be applied to both theory and coursework

Business Studies at Thomas Lord Audley also gives students opportunities to experience business in other industries through the use of trips to places such as Colchester Zoo and Thorpe Park, external speakers and a Business Enterprise Day where students learn from experienced local business people to launch a new product or service. This will broaden student's knowledge and understanding of the subject by giving them real world experience with professionals whilst also giving students an awareness of the different career opportunities available to them in Business.

A key aim of Business is to focus on reading and support the school in bridging the vocabulary gap. Students are expected to complete weekly reading tasks about Business in the news and answer some short questions to test their knowledge and recall whilst accessing Tier 2 and Tier 3 vocabulary to use in lesson time. This will help improve both their vocabulary but also their real world understanding of a range of case studies featured in the news.

Students are assessed at the end of each theory unit, in the style of exam questions to prepare students for the type of questions they will answer in Year 11. The feedback from these then help inform content for revision sessions in Year 11 to fill any knowledge gaps ahead of exams.