

THE CURRICULUM OFFER

Subject:	Business
Department:	Business, ICT & Development

Introduction

The Business team at The Bulwell Academy offer a dynamic subject which allows students to gain an understanding of local and national businesses from a wide range of industries. The subject aims to provoke curiosity and interest in a vastly changing and dynamic world.

At The Bulwell Academy Business is taught by an enthusiastic and innovative team of three specialist teachers who offer a range of opportunities to students. The vocational curriculum aims to develop work ready individuals using a range of activities within the classroom.

Visits and guest speakers are an integral part of the Business offer and are used to give students a hands on experience of the Business world. Pupils have had the opportunities to visit large businesses such as Cadbury's World to hear about their marketing campaigns and Coca-Cola to see their production lines in action, as well as smaller businesses such as Doughnotts to consider health and safety. To compliment studies, students also experience talks and visits from industry experts and entrepreneurs such as Martin Barnett from The Treat Kitchen in Nottingham and representatives from Nottingham City Homes.

The Business team seek to provide the best possible Business learning experience for our students both in and out of the classroom. Our curriculum aims to develop a wide range of skills as follows:

Problem-solving skills

Critical thinking
Intrapersonal skills

Communication skills

Working collaboratively
Negotiating and influencing
Self-presentation

Interpersonal skills

Self-management
Adaptability and resilience
Self-monitoring and development

Business Staff Team

Vice Principal	Mrs A Bingham
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Head of Business	Miss N Cooper
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Teacher of Business	Mrs P Pickering
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Teacher of Business	Mr C Stant
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Contact Us

To contact a member of Business, please email:

initial.surname@bulwellacademy.co.uk

Or telephone the school's reception on 0115 964 7640. Our Receptionist will take a message and ask the staff member to contact you when they are able. It is likely that your call will not be returned until after the end of the teaching day.

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Key Stage 4 Curriculum (Years 9, 10 & 11)

Students who choose Business as an option currently follow the [BTEC Business Firsts Level 2](#) specification, which consists of four units. Units 1, 3 and 4 are assignment based units and Unit 2 is examined. One assignment unit is completed in Year 9, the examined unit and another assignment unit are completed in Year 10 and the final assignment unit is completed in Year 11.

All units are graded at either Level 1 Pass or Level 2 Pass, Merit, Distinction. For outstanding performance across all Units, students can be awarded a Distinction* grade.

Unit 1 – Enterprise in the Business World

What is a business and what does it do? The term ‘business’ can cover anything from a sole trader in a local market to a multinational corporation selling products to millions of people all over the world. This unit introduces students to the language and terminology used in business. It explores what businesses do, trends that affect them, how they operate and the factors that influence their success. Students end the unit by creating their own realistic business start-up for the Bulwell area.

Unit 2 – Finance for Business

In this unit, students will explore the types of costs that businesses have, how they generate revenue and how they aim to make a profit. It also focuses on how businesses plan for success whilst teaching them how to calculate the break-even point and how to manage cash flow. The final part of the unit explores the ways in which businesses measure success and identify areas for improvement.

Unit 3 – Promoting a Brand

A successful business promotes itself to customers through its brand and image. In this unit, students will find out what it takes to build a brand and what a business has to consider when planning brand development and promotion. Students will end the unit by making their own promotional campaign which will include: objective setting, selecting an appropriate promotional mix and justifying the choices they make.

Unit 4 – Principles of Customer Service

In a world of increasing competition, businesses across all sectors realise that their level of customer service can give them a competitive advantage. Keeping customers happy can be key to business success, especially as it costs a great deal more to attract new customers than to keep existing ones. Students will develop their knowledge and understanding by looking at ways in which this can be achieved, meeting the needs and expectations of customers. Students will engage in activities that develop their understanding of the importance of delivering consistent and reliable customer service through the development of their own customer service skills.

For more information regarding Key Stage 4, please view the Business Course outline on the Guided Learning Pathway page of our website: [Making Choices in Year 8](#)

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Key Stage 5 Curriculum (Years 12 & 13)

Students who choose to study Business in our Sixth Form currently follow the Level 3 BTEC National Business specification which consists of 3 options:

- BTEC National Extended Certificate in Business - 1 A Level Equivalent
- BTEC National Diploma in Business - 2 A Level Equivalent
- BTEC National Extended Diploma in Business - 3 A Level Equivalent

The units studied in the course cover a wide range of content including; business environments, finance, marketing, international business, management, human resources, accounting and law. This has allowed previous learners to progress to a wide range of employment and higher education routes.

The units studied in each option include:

BTEC National Extended Certificate in Business (equivalent to one A Level)	BTEC National Diploma in Business (equivalent to 2 A Levels)	BTEC National Extended Diploma in Business (equivalent to 3 A Levels)
Unit 1 – Exploring Business	Units 1, 2, 3 and 8 (see column 1)	Units 1, 2, 3, 4, 5, 6, 8 and 9 (see columns 1 and 2)
Unit 2 – Developing a Marketing Campaign (externally assessed)	Unit 4 – Managing an Event	Unit 7 – Business Decision Making (externally assessed)
Unit 3 – Personal and Business Finance (externally assessed)	Unit 5 – International Business	Unit 27 – Work experience in Business (external placement)
Unit 8 – Recruitment and Selection	Unit 6 – Principles of Management (externally assessed)	Unit 15 – Investigating Retail
	Unit 9 – Team Building in Business	TBC

Across all three options all units are graded at Level 3 Pass, Merit or Distinction. For outstanding performance across all Units, students can be awarded a Distinction* grade.

In the BTEC National units there are opportunities during the teaching and learning phase to give learners practice in developing employability skills. These include:

Problem-solving skills

Critical thinking
Intrapersonal skills

Communication skills

Working collaboratively
Negotiating and influencing
Self-presentation

Interpersonal skills

Self-management
Adaptability and resilience
Self-monitoring and development

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Links for Learning

- <https://www.tutor2u.net/business/topics>
- <http://www.bbc.co.uk/education/subjects/zpsvr82>
- <http://www.beebusinessbee.co.uk/index.php/business-qualifications/btec-first-award-business-level-2/btec-first-award-business-unit-2-finance-for-business>
- <https://www.youtube.com/user/beebusinessbee>
- <http://www.beebusinessbee.co.uk/index.php/business-qualifications/btec-first-award-business-level-2>
- <http://www.beebusinessbee.co.uk/index.php/business-qualifications/btec-nationals-business-level-3>

Other important information

Visitors and Guest Speakers

Alongside the BTEC qualifications offered, the department also offer a wide range of trips, visits and speakers to compliment the vocational element of the course.

Key Stage 4 (Years 9, 10, 11)

- Coca Cola – watching production lines in action
- Cadbury's World - seeing successful marketing campaigns
- Red Kangaroo Trampoline Park – looking at a brand new business in the local area

Key Stage 5

- Lush Ltd – understanding and creating ethical bath products
- Doughnotts – looking at health and safety in practise

Guest Speakers

- Representatives from Nottingham City Homes
- Martin Barnett - The Treat Kitchen
- Wade Smith - Doughnotts

National Competitions

- Young Enterprise
- Deloitte Micro Tyco
- ICAEW Base Challenge

Business Enterprise Club

All students have the opportunity to join the Business Enterprise Club which is open to all year groups. This group provides students support and guidance in setting up their own small business enterprise or as a means of developing a range of entrepreneurial skills. Our students are currently running the Sweet'n'Sour business with budding entrepreneurs from Year 8 and 9 who trade at local events with their sweet treats all year round.



BASE competition