

## Kirkbie Kendal School

### Business Curriculum Intent Statement

*“The secret of business is to know something that nobody else knows”*  
*Aristotle Onassis*

- Gain a coherent understanding of how businesses operate, from sole traders to multinational corporations
- Gain skills in communication, evaluation and analytical skills
- Explore the aims and objectives of a diverse range of businesses on a local, national and international level
- Apply understanding to contemporary business issues
- Develop the ability to understand the importance of a stakeholder based, ethical approach to business as well as the shareholder led, profit based approach
- To be critical of information they are exposed to, both through analysis of extracts and the approaches taken by businesses
- To have a secure understanding of what it takes to run a business, appreciating the four functional areas of Marketing, Finance, Operations and Human Resource, as well as external influences
- To help create future intrapreneurs and entrepreneurs, who are comfortable working in a range of environments, and keen to push and challenge themselves
- To understand the career and further education opportunities available through studying business

#### What our curriculum seeks to achieve for students

- Knowledge - Provide students with a comprehensive understanding of how businesses are created and operated.
- Skills - knowledge of business models and concepts
- Application skills – knowing which tools and theory to use to back up arguments
- Analysis – the considerations of options and alternatives looking at positives and negatives based on evidence.
- Evaluation - the ability to weigh up alternatives to come to a logical conclusion.
- Important skills of presentation and team-work, leadership, communication, compromise, discipline and individual responsibility and accountability

#### What our aspirations are for students once they leave school

- We aspire to produce students who are equipped to work in a 21st Century workplace. Students who have studied Business go into all areas of life in both the private & public sectors from big companies to new start-ups, from law to marketing. Business students have analysis & problem-solving skills for life.

KS4: We offer OCR GCSE in Business and at KS5 we offer AQA A Level in Business.