



HEADLANDS SCHOOL  
SINCE 1965

# Business Studies



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## Our Intent

As a result of our curriculum, Headlands students will be inspired to:

- Develop their knowledge and understanding of a range of key business principles and become independent learners capable of applying this knowledge to an array of real world scenarios;
- Develop analytical and evaluative skills that they will use to navigate the world of Business Studies and enable them to make coherent judgments about business strategy.

## Our Implementation

In order to realise our vision, our curriculum will provide students with opportunities to:

- Learn about taxation, the economy, personal budgeting and business finance
- Consider the role of an entrepreneur in developing effective business opportunities
- Appreciate the external influences that have an impact on the success of a business
- Use fundamental knowledge gained to allow students to analyse business decisions and make decisions based on these
- Understand effective marketing strategies and how these can benefit a business
- Understand how a product is developed and how the market will allocate resources
- Understand how an entrepreneur manages business activities
- Understand effective business strategy and look at business on a global scale

## The Impact

The impact of our curriculum will be evidenced in:

- Our students' enthusiasm for the subject which is displayed both in and out of the classroom
- Our students' work and progress as evidenced in their written and oral work
- Increased number of students taking business courses at KS4 and KS5
- The progress and attainment of students in external exams

**Above all, our students are aware that by studying Business they will be equipped with essential skills for adult life. They will be better equipped to make sensible financial decisions and identify opportunities; they will be able to respond to internal and external influences and be more discerning in the businesses they engage with. The study of GCSE and A Level Business will open up a range of options for further study and give access to a wide range of professions in later life.**