

Statement of Intent

Business Studies at Raynes Park High School provides our students with the knowledge, understanding and skills required in industry. This is developed through a range of contexts linking to business models. Students will develop an appreciation that business behaviour can be influenced by a range of stakeholders including consumers, competitors and the government. Students develop evaluative skills whilst report writing and the curriculum will encourage them to develop their entrepreneurial skills whilst learning more about retail, economic, accounting and marketing industries, to name but a few. If you have an interest in how businesses are run, if you are a budding entrepreneur or if you have a flair for finance then this is the right course for you.

Key Stage 4 Curriculum

The WJEC Level 2 Vocational Award in Retail Business offers a learning experience that focuses on acquiring and applying knowledge, skills and understanding through purposeful tasks set in either the retail sector or subject contexts.

Students enjoy 3x1 hour lessons a week where they complete 2 controlled assessments and one external examination during years 10 and 11.

Key Stage 5 Curriculum

The OCR Cambridge Technical course opens up a variety of career opportunities for further study of Business Management or Economics at University. Students will understand the legal, financial, ethical and resource constraints under which a business must operate and how these can affect and influence their behaviour. We also explore strategies businesses use to respond to changes in the economic, social and technological environment as well as the necessity for effective business planning. Students run their own enterprise in Year 12 where the expectation is that they plan and organise an event that is profitable.

Extended Learning

What we offer to extend the learning of our students

- Visits including Wimbledon Common Golf Club (Y12) & a retail organisation (Y10) e.g. Waitrose
- Business 'VIP' Members Club – lunch time opportunity for key stage 3 & 4 students to learn fundamental business concepts and to complete numerous tasks in relation to these e.g. advertising campaign.
- Peter Jones' Tycoon Enterprise Competition – Available across key stages 4 & 5. This is an enterprise competition run by the Business Studies team which enables students to start and run their own business enterprise. Students compete against other student led start-ups from across the country, with the winners joining us at the Buckingham Palace final, hosted by HRH Duke of York. Students are provided with a risk-free goodwill loan of up to £2,000 from the Foundation and access to an innovative digital platform.

What parents can do to support extended learning in this subject

- Make connections with the wider world, watch the news together, discuss current affairs, economic events and the impact on the world we live in e.g. how income inequality might affect businesses how Brexit will affect UK firms and consumers.
- Watch documentaries and business news and discuss the business acumen involved e.g. a struggling football club is a failing business model.
- Encourage wider reading e.g. broadsheets and periodicals such as The Harvard Business Review or The Economist and discuss how politics and climate change, for example, impact businesses e.g. at global, national and local level.
- When you visit events such as football matches, a fair or a museum, ask questions about the business model behind the venue e.g. What were the start-up costs? Do you think they have a strategy? How would you grow this model? What proportion of the business do you think relies on merchandising? How would you market this brand and why?
- Discuss your own career and explain how the company you own/work for is organised and the day-to-day operations of the business.
- When homework is set with differentiated assessment criteria, encourage your child to aim for the highest level and to read the extended reading article that has been set. Discuss this with them to support their learning and understanding.
- Take your child on the City of London Finance Tour
- Read autobiographies by entrepreneurs e.g. Shoe Dog: A Memoir by the Creator of Nike and discuss with your child
- Follow business journalists on social media platforms e.g. Twitter to discuss current affair topics