



| CURRICULUM INTENT | | |
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| <p>We aim to develop a sense of awe and wonder at the world around us and explore the way everything interconnects.</p> <p>The Business curriculum at Avanti Fields provides students with the foundations for analysing business problems, understanding and applying the principles and concepts of business and enterprise, and thinking creatively, innovatively and enterprisingly.</p> <p>The curriculum also aims to foster deeply analytical attitudes in the area of business in the UK and around the world, and to encourage students to examine and appreciate how business and enterprise affect the lives of various people, the environment and the natural world.</p> | | |
| THE AVANTI WAY | | |
| EDUCATIONAL EXCELLENCE | CHARACTER FORMATION | SPIRITUAL INSIGHT |
| <p>Teachers and students are inspired, motivated and joyful. A challenging Business curriculum with high academic standards and a culture of intellectual curiosity cultivates independent, thoughtful and reflective students, working towards mastery in key concepts and business skills.</p> | <p>A challenging and supportive learning environment in Business allows students to embody the Avanti's virtues of respect, self-discipline, courage, integrity, empathy and gratitude, and develop the key Avanti Fields learner skills and qualities. Students are encouraged to make conscientious choices and display a reverence for all life, nature and the earth's resources.</p> | <p>Business will build on students' natural sense of wonder, curiosity, their intuition and inspiration to offer an experience of knowledge and wisdom through enquiry and evidence. Students will consider the ability of business and enterprise to do good in the world and analyse the impacts of business activity on society.</p> |
| PROGRAMME OF STUDY | | |

The GCSE Business course encourages



PAPER 1: Business activity, marketing and people

| Unit | Title | Details |
|------|-------------------|--|
| 1 | Business Activity | Enterprise and entrepreneurship Business Planning Business Ownership Business Aims and Objectives Stakeholders in Business Business Growth |
| 2 | Marketing | The Role of Marketing Market Research Market Segmentation The Marketing Mix |
| 3 | People | The Role of Human Resources Organisational Structures Communication Recruitment and Selection Motivation and Retention Training and Development Employment Law |

PAPER 2: Operations, Finance and Influences on Business

| Unit | Title | Details |
|------|---------------------------------------|--|
| 4 | Operations | Production Processes Quality of Goods and Services The Sales Process and Customer Service Consumer Law Business Location Working with Suppliers |
| 5 | Finance | The Role of Finance Sources of Finance Revenue, Costs, Profit, Loss Break-Even Cash and Cashflow |
| 6 | Influences on Business | Ethical and Environmental Considerations The Economic Climate Globalisation |
| 7 | The Interdependent Nature of Business | |

ASSESSMENT AND FEEDBACK

Students are assessed regularly in Business

