

Linking our curriculum intention to our local community and real-life links to content:

We believe that opportunities to bring the curriculum to life should be integral. We passionately believe that our students should sample a wealth of exciting new experiences to broaden their horizons, open doors of opportunity, provide hope and aspiration for all, regardless of their circumstances. Our enrichment activities aim to further equip students with the knowledge and cultural capital they need to succeed in life.

At Ercall Wood Academy we aim to equip our students with the essential knowledge, oracy, confidence and drive to positively impact their local economy and community. This is achieved through a rigorous curriculum that teaches students what a business is and the systems and processes that underpin the running of a business. This is coupled with expert teachers who work with and for students to enable them to succeed their highest potential. Students get a chance to put this into practice as they simulate the running of their own small business throughout Key Stage 4, where they oversee their own decision making and have to justify the decisions they have made. This process takes our students through the journey of having an initial business idea, to designing a product and working out the finances. to branding and promoting the product. Our students are taught to develop a thorough understanding of the factors that influence a business both internally and externally and how risk factors can be overcome. To bring this curriculum to life, we establish links with local businesses; sole traders and multinational manufacturing companies which can also support students' goals for work experience and potential work placements. Business Studies will help them to go on to achieve their potential, not just at A Level but in Higher Education.

We currently offer the following after school clubs: Business Academics

We currently offer the following departmental trips: Trips to visit various entrepreneurs and businesses, including Disneyland Paris and Cadbury world.

Year 10 Curriculum Implementation

Students will understand and implement the knowledge and skills needed to take a business from the initial conception of product idea through to having a fully costed product prototype and proposal.

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R068: Students will explore how to take an idea for a product or a service and begin to research their potential customers and markets to inform the design ideas they will subsequently complete. This unit allows students to gain an understanding of the importance of consulting their potential customers and the process they need to follow in order to reduce the risk a new product or service faces when it is launched to the market. Market research – Finding out customers’ wants and needs Primary Research – Research the business has conducted itself & the methods used to conduct this research. Secondary Research – Research conducted outside of the business & the methods used to conduct this research. Sampling Methods – Methods to select a sample of participants to collect market research from. Market Segmentation – The process of dividing up customers into smaller, targeted groups.		R068: Students will learn how to translate the wants and needs of potential customers which they have found from their market research into functional and attractive prototype designs. Students will then refine these designs by seeking additional feedback, resulting in a final design that they will take to market. Following this student’s will study the financial viability of their product based on the final design they have produced. Students will calculate various financial operators to determine whether the product they have designed will be profitable for the business. Create a design mix – Ascertaining the Function, Aesthetic and Economic Manufacture of a product prior to prototype designs being drawn up. Produce designs for a product proposal – Completing initial prototype designs based on market research to ensure designs fulfil the wants and needs of potential customers. Review designs for a product proposal – Receive feedback and make improvements to initial prototype designs to create a final design that will be taken to market. Pricing strategies – Methods used to price a product to attract customers to purchase. Costs – Money that is being spent by the business. Revenue – Money generated by the business through selling a product or a service. Profit – Money left over in the business once costs have been deducted from revenue. Breakeven – The number of products needed to be sold in order for revenue to be even with total costs.		R068 / R069 Students will evaluate the risks that their new product faces, examining where risks could arise from and how much of an impact it would have on the product. Students will then plan strategies to overcome these risks. Following this student’s will create branding techniques to increase recognition amongst customers, learning about powerful and influential brands in the modern world which they will then apply to their own product. Students will then create a promotional campaign to raise awareness of their product within the market and will explore a range of different methods that they could use to do this. Financial viability – the likelihood of a product to be profitable. External risks to a business – Risks arising from outside of the business that could have a detrimental impact on business performance. Branding – The mechanisms used by a business to enable recognition in the customer base. Promotion – The methods a business uses to advertise its product and product features to its audience.	
Summative Assessment: R068 – Design a business proposal coursework		Summative Assessment: R068 – Design a business proposal coursework		Summative Assessment: R068 – Design a business proposal coursework R069 – Pitch a business proposal	

Year 11 Curriculum Implementation

In year 11 students will complete their final pitch of the business proposal they have designed before applying their knowledge to business scenarios in preparation for their final examination.

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R069: <p>Students will apply their knowledge of successful branding and promotion to create a finalised brand and promotional campaign for their product. They will complete a competitor analysis to explore the strengths, weaknesses and unique selling points of their direct competitors. This enables students to identify a market niche to exploit. Students will then prepare and pitch their product proposal to potential investors in the context of the given scenario to justify their decision making. Following this, students will complete a review of their pitch to examine the areas of strength and areas for further development.</p> <p>Branding - The mechanisms used by a business to enable recognition in the customer base.</p> <p>Promotion - The methods a business uses to advertise its product and product features to its audience.</p> <p>Competitor analysis – Examining competitors’ strengths, weaknesses and unique selling point in order to find a market niche.</p> <p>Elements of a successful product pitch – Planning elements ready to pitch a business proposal to potential investors.</p> <p>Pitch review – Evaluation of a product proposal pitch to highlight areas of strength and areas to improve for subsequent pitches.</p>		R067: <p>Students begin their examined unit by exploring the characteristics, risks and rewards that entrepreneurs display and face when taking the risk of launching a new product or starting a new business. Following this, students explore how these products are sold to the market and how a business interacts and displays itself to the public. Finally, students will learn about the lifecycle of a product and how to extend its lifecycle to continue to gain revenue from a product.</p> <p>Characteristics of an entrepreneur – The common characteristics exhibited by successful entrepreneurs.</p> <p>Risks for an entrepreneur – The risks faced by an entrepreneur when taking a risk.</p> <p>Rewards for an entrepreneur – The rewards an entrepreneur could potentially gain from risk taking.</p> <p>The marketing mix – The 4 elements that a business manipulates to sell a product to customers.</p> <p>Public relations – How a business influences and displays itself to potential customers.</p> <p>The product lifecycle – The stages a product goes through during its lifecycle and how to extend the product lifecycle.</p>		R067: <p>Students will learn how a business can be owned, from being a sole trader through to a private limited company, students will be able to explain the advantages and disadvantages of each method and will be able to evaluate a given scenario. Following this, students will understand the different sources a business can receive funding from to start their business as well as where they can go to receive support with the setting up and running of a business.</p> <p>Appropriate forms of business ownership – The different methods in which a business could be started and owned.</p> <p>Sources of capital for a business startup – Where a business can go to receive financial funding to start a business.</p> <p>Support for enterprise – Where a business can go to access support with running the business.</p>	
Summative Assessment: R069 coursework & pitch of product proposal.		Summative Assessment: R067 – Enterprise and marketing concepts exam paper.			