

WMG INTENT

*Success is not final; failure is not fatal: it is the courage to continue that counts.”
– Winston Churchill*

Business Studies Curriculum Intent

By the end of students' learning journey in GCSE business, we intend for our students to have an interest in business and to develop entrepreneurial skills. They will develop skills in evaluating, analysing, problem solving skills, data interpretation skills, literacy skills, decision making and revision skills.

Students will develop knowledge and understanding in the interdependent nature of business activity, influences on business, business operations, marketing and human resources. Business is special because it allows students to build knowledge on the ever-changing business environment we operate in and also allows them to develop their employability skills.

BTEC Business Level 3 explores 4 units over two years. The course enhances the knowledge that students develop studying GCSE Business. Students will explore marketing and recruitment in greater depth along with the development of analytical skills and assignment writing. The skills pupils develop at Level 3 provide students with the knowledge that will support that with the apprenticeships or courses they undertake at university in the future.

School Curriculum Intent

At WMG academy our curriculum intent is to provide a STEM focussed curriculum that prepares pupils for the world of work, we are business led; as such we provide a rigorous, expertly sequenced curriculum with engineering at the heart. Alongside the curriculum we have a nurturing pastoral support team providing enrichment and guidance, thoroughly preparing students to be career ready.

School Mission

WMG Academy aims to send students into the world with a professional attitude, an understanding of business and a mature approach to work.

Our 'business-like, business-led' ethos gives students a head start. Employers pay for apprentices to study and work, with many commanding generous starting salaries in secure industries.