

Composite: Investigating businesses

Year 10

We teach students to investigate businesses so they can understand how organisations operate, make decisions, and respond to real-world challenges. Exploring different types of businesses—large and small, local and global—helps learners develop critical thinking, financial awareness, and an understanding of the economic environment that shapes everyday life. By analysing how businesses are structured, how they meet customer needs, and how they adapt in a changing world, students gain insights that prepare them for future study, employment, and informed participation in society.

Our approach is rooted in **Belong, Achieve, and Thrive**:

- **Belong:** Investigating businesses helps every student feel connected to the real world by linking learning to familiar brands, community organisations, and everyday experiences. Collaborative discussions, case studies, and project work allow learners to share ideas, build confidence, and feel valued within a supportive classroom environment where everyone's perspective contributes to understanding.
- **Achieve:** As students research businesses, interpret data, and evaluate decisions, they build skills that lead to clear and meaningful outcomes. They develop analytical thinking, communication, and problem-solving abilities while experiencing success through structured tasks such as reporting, presenting, and applying business concepts to real scenarios. These achievements underpin progress across the wider curriculum.
- **Thrive:** By understanding how businesses grow, innovate, and overcome challenges, students develop the mindset and skills to thrive in a modern economy. They learn to think entrepreneurially, evaluate risk, manage resources, and consider ethical behaviour—preparing them for future careers and empowering them to contribute positively to society. These experiences equip learners with confidence and resilience to navigate an ever-changing world.

Composite: Planning a micro enterprise idea

Year 10

We teach students to plan a micro-enterprise idea because it develops essential life and employability skills through real-world, hands-on learning. By exploring how small businesses are created, managed, and grown, students gain a practical understanding of entrepreneurship, problem-solving, financial literacy, and innovation. They learn how ideas are transformed into viable products or services, and how businesses respond to customer needs, market conditions, and logistical challenges. This experience builds confidence, independence, and the capability to manage projects from concept to completion.

Our approach is grounded in **Belong, Achieve, and Thrive**:

- **Belong:** Planning a micro-enterprise allows all students to contribute meaningfully, regardless of their background or starting point. Through teamwork, brainstorming, and shared responsibilities, learners feel included and valued within a supportive environment. Everyone has a role to play—creative thinking, budgeting, marketing,

presenting—ensuring that all students can bring their strengths to the group and feel part of a collective purpose.

- **Achieve:** Students see clear and motivating progress as they develop business ideas, conduct research, manage resources, and create proposals. Each step builds practical skills in communication, decision-making, organisation, and financial planning. Completing a business plan—or even running a small-scale enterprise—gives students a strong sense of accomplishment and shows them that their ideas can become reality.
- **Thrive:** Through entrepreneurial thinking, students develop resilience, adaptability, and confidence—skills that prepare them for future education, careers, and everyday life. They learn to evaluate risks, respond to feedback, and reflect on what works well. These experiences empower learners to become proactive, innovative, and resourceful individuals who can thrive in a rapidly changing economic world.

Composite: Marketing

Year 11

We teach marketing because it gives students valuable insight into how organisations communicate, influence, and connect with their audiences. By exploring market research, branding, consumer behaviour, promotion, and digital media strategies, learners develop a strong understanding of how products and services are positioned in a competitive world. Marketing education builds practical skills in creativity, communication, analysis, and strategic thinking—skills that are essential in many modern careers and everyday decision-making.

Our approach to teaching marketing is rooted in **Belong, Achieve, and Thrive:**

- **Belong:** Marketing encourages all students to participate, regardless of their background or confidence level. Because marketing is creative, collaborative, and relevant to everyday life, learners can connect naturally with the subject. Group projects, discussions, and real-world case studies help every student feel included and valued, with space to express diverse perspectives and ideas.
- **Achieve:** Students experience clear success as they develop campaigns, analyse customer needs, and create promotional content. They build skills in research, planning, design, and problem-solving—seeing their ideas come to life through practical tasks such as branding concepts, social media posts, or advertising storyboards. These achievements strengthen their confidence and support progress across business and vocational learning.
- **Thrive:** Marketing equips students with transferable skills that help them flourish in education, work, and life. They learn to think strategically, adapt to feedback, interpret data, and communicate effectively with different audiences. By understanding how marketing shapes decisions and behaviour, students become informed, responsible consumers and confident contributors to a fast-moving digital and economic landscape.

Composite: Finance

Year 11

Why do we deliver this?

We teach business finance because understanding how money flows through an organisation is fundamental to making informed, strategic decisions. By exploring concepts such as costs, revenue, profit, cash flow, financial planning, and investment, students gain insight into how businesses remain sustainable, competitive, and prepared for future growth. Studying business finance develops analytical thinking, decision-making, and numerical literacy—skills that are essential for further study, employment, and everyday problem-solving.

Our approach is grounded in **Belong, Achieve, and Thrive**:

- **Belong:** Business finance connects learning to the real world, helping all students see how financial decisions affect the businesses they interact with every day. Through discussions, case studies, and group tasks, learners feel confident to share ideas and work collaboratively. This inclusive approach ensures every student can access financial concepts at a level that suits their starting point.
- **Achieve:** As students calculate costs, analyse break-even, interpret financial documents, and evaluate business decisions, they build skills that lead to clear and measurable success. Practical tasks show immediate progress and help learners understand how financial information guides real business strategy. These achievements strengthen confidence in numeracy, problem-solving, and critical thinking.
- **Thrive:** Business finance equips students with skills that prepare them for future workplaces and an increasingly complex economic landscape. They learn how businesses grow sustainably, manage risk, and use financial data to make sound decisions. These experiences build independence, resilience, and a deeper understanding of how organisations operate—empowering students to thrive as informed citizens and potential future entrepreneurs.