

Intention of Business

Given the dynamic nature of the business world, we at Melton Vale aim to broaden the horizons of our learners, stimulating interest in business issues at local, national and global level, thereby enabling our students to become community ambassadors and truly global citizens.

There are three significant aspects to our intention. The first, stemming from a knowledge-led curriculum, explores the fundamental components of the workings of businesses, from setting up of small organisations to the dynamic strategies required to succeed as a global multinational. A particular focus of this subject is not only to encourage the independent learner, but to promote the ability to question business motives and the decisions managers make. Students acquire the language and skills to become well-informed troubleshooters and strategists, with an ability to apply the underlying principles to enable recommendations for business success.

Secondly, the curriculum is deliberately planned to apply knowledge to current affairs, both national and international, supporting students in becoming active members of society, with an ability to make informed judgements about issues that affect their lives, such as managing personal finances. Indeed, we aspire to develop confidence, not only to make decisions themselves, but to question misconceptions held by older generations and the media; furthermore, using their broad knowledge to challenge decisions which may impact them and future generations.

Thirdly, students are supported in the acquisition of transferable skills which enable them to become effective stakeholders; both as savvy consumers, with an awareness of business developments in this digital age, and as effective employees, in whichever career path they choose. Through use of both qualitative and quantitative techniques widely utilised in the Business curriculum, students will be armed with the tools to provide creative business solutions and become entrepreneurs and leaders of the future.

The course covers a wide range of topics relating to business, enabling students to 'taste' vocational areas that they may wish to pursue as a career or continue to study at university. The subject explores the challenges and issues of managing a business and examines the different functional areas from Human Resources to Marketing and Finance. It also explores how businesses build strategies for long-term success and deal with external influences such as the economy and social trends. Students investigate current business events such as the change in our high streets, the impact of digital technology on consumer behaviour and the pressure on businesses to respond to environmental concerns. Furthermore, Business enables students to explore issues that have a cross-curricular perspective, for example, recognising the

significance of Geography, Science and Economics in the ability of the business world to adapt to climate change. The scope of Business is far-reaching, opening up a world of opportunities in all aspects of life.