

Business	Gatsby Benchmark 4 - Linking Curriculum Learning to Careers	September 2021 – July 2022
	Gatsby Benchmark 5 - Encounters with employers and employees	
	Gatsby Benchmark 6 - Experiences of workplaces	

At Sheringham High School, Careers and Enterprise Education is part of and included in a student's standard lessons, linking curriculum to real world career paths.

Teachers are informed of, and involved with, the planning of the careers programme through INSET sessions.

Departments include links to careers in Schemes of Work and make reference to transferable skills throughout lessons by using the Building Learning Power principles which are: Resilience, Resourcefulness, Reciprocity and Reflectiveness.

Students are given many opportunities to develop a range of skills such as effective communication; working independently; working as part of a team; leadership skills; data collection and analysis; problem solving as well as many others.

Departments also provide a wide variety of extra - curricular activities to support the development of these transferable skills and to afford students the opportunity to meet with employers and employees and to experience different workplaces.

	AUTUMN	SPRING	SUMMER
Year 9			
ACTIVITIES	Our business group activities, research projects, case study analysis and evaluation. Watch videos/clips.	Our business group activities, research projects, case study, business owner visits, analysis and evaluation. Watch videos/clips.	Our business group activities, research projects, business research, case study analysis and evaluation. Watch videos/clips.
OUTCOME	Introduction to commercial awareness – developing an awareness of business and the environment in which they operate, decision making, people skills, time management and data analysis. Studying real entrepreneurs and their histories. Getting students to understand the basics of why businesses exist and how they behave. Forms the foundation of content and ‘background’ across the rest of the topics. Gaining knowledge. Independent learning and research skills. Organisational skills. Communications skills. Apply knowledge to business situations.	Development of commercial awareness, decision making, people skills, time management and data analysis. Watching business in action – documentaries/clips showing business in action. Looking at how businesses start and the process involved. Some of the financial processes involved in the running of a business. How and when business might expand and grow. Numeracy. Gaining knowledge. Independent learning and research skills. Organisational skills. Communications skills. Apply knowledge to business situations.	Development of commercial awareness, decision making, people skills, time management, and data analysis. How bigger businesses are structured. How they are staffed. How businesses retain staff. This builds on what students learnt about smaller businesses and legal ownership. Gaining knowledge. Independent learning and research skills. Organisational skills. Communications skills. Apply knowledge to business situations.
Year 10			
ACTIVITIES	Our business group activities, research projects, business owner visits, case study analysis and, evaluation. Watch videos/clips.	Research projects, employer visits, and case study analysis and evaluation. Watch videos/clips. Business group activities.	Research projects, case study analysis and evaluation. Watch videos/clips.
OUTCOME	Development of commercial awareness, decision making, people skills – working well with others, looking at leadership styles and motivation of staff, strategic thinking, critical thinking, time management, and data analysis. Supply chains – what is involved in each stage and reasons why businesses choose that ‘model’. Production – methods, looking at how and why businesses check quality. Gaining knowledge. Independent learning and research skills.	Consolidation of commercial awareness, decision making, people skills, and strategic thinking, critical thinking, time management – being organised and managing multiple deadlines for projects, homework and revision, and data analysis. Customer service. What it looks like, how it is vital to successful business and how it can affect different aspects of business. Gaining knowledge. Independent learning and research skills.	Consolidation of commercial awareness, decision making, people skills, and strategic thinking, critical thinking, time management, and data analysis. Marketing. What it is and how businesses use data to inform other parts of marketing. Also how data collected informs other functions of business. Numeracy, particularly an ability to interpret data. Analytical skills. Evaluation skills. Initiative.

	Analytical skills. Gathering and extracting data. Make balanced arguments. Apply knowledge to business situations.	Analytical skills. Gathering and extracting data. Make balanced arguments. Apply knowledge to business situations.	Assessing strengths and weaknesses. Make balanced arguments, reach judgements and draw conclusions.
Year 11			
ACTIVITIES	Research projects, business owner visits, case study analysis and evaluation. Watch videos/clips.	Research, case study analysis and evaluation, exam practice. Use different information sources. Watch videos/clips.	Research, case study analysis and evaluation, exam practice. Watch videos/clips.
OUTCOME	How managers make decisions, people skills, and strategic thinking, critical thinking, time management, and data analysis and interpret data considering different people's needs in order to make an informed choice. Marketing mix. Each of the 4 elements, what they do and how they affect the business. Sources of finance and advantages and disadvantages of each. Numeracy, particularly an ability to interpret data. Analytical skills. Evaluation skills. Showing initiative. Assessing strengths and weaknesses. Make balanced arguments, reach judgements and draw conclusions.	Consolidation of commercial awareness, decision making, people skills, and strategic thinking, critical thinking – assess strengths and weaknesses of a business, time management, and data analysis. Finance. Looking at ratio analysis and profit and loss statements. How each are used and what they can inform. Numeracy, particularly an ability to interpret data. Analytical skills. Evaluation skills. Initiative. Assessing strengths and weaknesses. Make balanced arguments, reach judgements and draw conclusions.	Consolidation of commercial awareness, decision making, people skills, and strategic thinking, critical thinking, time management, and data analysis. All aspects relate to each other and are not just theoretical – how all of the course relates to business in the real world. Numeracy, particularly an ability to interpret data. Analytical skills. Evaluation skills. Initiative. Assessing strengths and weaknesses. Make balanced arguments, reach judgements and draw conclusions.

VISITS Gatsby Benchmarks 5 and 6.

While on your visit please provide an opportunity for some students to ask employees questions such as:.

- Why did you choose to work here?
- Did you always want to do the job you do now?
- What skills are important in your job role?
- Do you have any qualifications specific to your job?
- Have you had other jobs before this one?
- Could you tell us what a typical day at work would be like for you?
- If we wanted a career similar to yours what advice would you give us?

Any other careers information?