



Business A Level: Developing Cultural Capital, Diversity and Equality

Cultural capital is the accumulation of knowledge, behaviours, and skills that a student can draw upon and which demonstrates their cultural awareness, knowledge, and competence; it is one of the key ingredients a student will draw upon to be successful in a diverse society, their career and the world of work. In the Sixth Form, we aim to build our student aspirations and expose them to a range of experiences to help them achieve goals and become successful individuals who understand and support diversity and equality.

We recognise that for students to aspire and be successful academically and in the wider areas of their lives, they need to be given diverse, rich, and sustained opportunities to develop their cultural capital. We do this in many ways, for example, through our curriculum, extra-curricular activities, trips and visits, careers activities, and PSHE/RSE programme.

There are nine key realms to cultural capital in the Sixth Form at Samuel Whitbread Academy:

Cultural Capital
provides health,
well-being and
growth



Cultural Capital
lets us share our
histories, our memories,
the people, the places
and the things that
matter to us.



Cultural Capital
creates the curiosity and
confidence to make
connections between
the past, the present and
the future.



Cultural Capital
sparks generations of
innovators.



Cultural Capital
is to be found locally,
nationally, globally -
everywhere.



Cultural Capital
nurtures inclusive
communities.





Cultural Capital
enriches today and
inspires tomorrow.



Cultural Capital
is ours to discover,
ours to create,
ours to share.



Cultural Capital
belongs to me,
belongs to you,
belongs to us all.



These nine realms can be broken down further into the following sub-categories: **Personal development, Social development (including political and current affairs awareness), physical development, spiritual development, moral development, and cultural development.**

What is now outlined are the key areas of both academic and enrichment that take place within and outside of this course area to enhance and develop these diverse elements of cultural capital:

Personal Development:

Personal development consists of activities that develop a person's capabilities and potential, build human capital, facilitate employability, and enhance the quality of life and the realisation of dreams and aspirations.

Element of the curriculum and/or enrichment
Business is all around us. Within our courses, we study aspects such as recruitment, selection and training where students are given the opportunity to build their personal development by exploring different careers, learning how to write a CV for a job description and a person specification and skills employers look for in successful candidates. We also embed respectfulness, studying workplace discrimination and how to build equality within the business world.
A passion of the Business department at Samuel Whitbread is building a strong financial education. Our curriculum is dedicated to financial studies, allowing students to explore vital aspects of personal finance including mortgages, bank loans, credit cards and the impact of interest rates, exchange rates and inflation. These are vital skills that we have also made whole school assemblies about, and included a session within the Sixth Form 'Next Steps Days'.
The skills within Business are not just curriculum topics, we also focus on presentation skills, public speaking and report writing. We are dedicated to ensuring students have the personal development skills required to be successful in any workplace or further educational establishment.



Social Development:

The process by which a child learns to interact with others around them. As they develop and perceive their own individuality within their community, they also gain skills to communicate with other people and process their actions.

Element of the curriculum and/or enrichment

Lessons - Within our SOWs we provide opportunities for students to have discussions with their peers, to share ideas in small groups and then as a wider class. We also focus on presentation skills for every year group, with group projects and presenting being a vital part of social development in the business classroom.

Extracurricular opportunities - Outside of lessons, students have the opportunity to participate in projects such as Young Enterprise and 10X projects. This allows teams to set up their own businesses and exhibit them against other schools.

Physical Development:

These are the major motor or physical achievements a student enhances and develops. Physical development is a vital part of growing up as students learn to master control of their body

Element of the curriculum and/or enrichment

Spiritual Development:

The development of the personality towards a religious or spiritual desired better personality.

Element of the curriculum and/or enrichment

Our courses provides students with opportunities to explore a variety of cultures, and how trade impacts countries around the world. We study standards of living in developing countries, how workforces may be educated and the working environment and ethical practises of businesses around the world. This topic encourages our students to be empathetic and show integrity.



Moral Development:

The development of attitudes and behaviours toward other people in society, based on social and cultural norms, rules, and laws.

Element of the curriculum and/or enrichment

Our course provides students with opportunities to explore a variety of cultures, and how trade impacts countries around the world. We study standards of living in developing countries, how workforces may be educated and the working environment and ethical practises of businesses around the world. This topic encourages our students to be empathetic and show integrity.

We also investigate workplace laws, including the equality act, health and safety and General Data Protection Act (GDPR). We consider consumer protection, and what our rights are as consumers in our economy.

Finally, students learn about ethical and environmental practices of businesses, why some of their activities are considered morally incorrect and how these issues could be solved.

Cultural Development:

Cultural Diversity is at the heart of the Sixth Form and students will learn about themselves and relationships with others from a variety of cultural backgrounds.

Element of the curriculum and/or enrichment

A key aspect of the Business curriculum is the exploration of different cultures. This is covered in multiple topics, from entrepreneurs from different backgrounds, to equal employment and global business trade.

In addition, BTEC students will explore a local business as a part of their coursework, embedding the local community into their studies.

Finally, the study of globalisation allows student to realise the important of cultural factors on countries goods and services they produce, and how companies from different cultures trade.

