

Curriculum lead: Maxine Taylor Arnold

Subject Intent:

At Pool Hayes Academy our curriculum:

- Has a pivotal role in developing pupils' communication skills across the curriculum and ensuring success in our academy.
- Will allow pupils to speak and write fluently and confidently so that they are able to communicate their ideas and feelings effectively.
- Allows pupils to read a variety of texts and will ensure pupils develop critically, culturally, emotionally, intellectually, socially and spiritually.
- Actively encourages pupils to vocalise their thoughts and feelings on the big ideas and concepts explored Research and collaborative work with others across the different areas of the department and develops their cultural capital by exposing them to a wealth of Literature and documentation relevant to the different subjects and topic covered.
- Will allow pupils to gain an appreciation of different skills and tools required and how they are linked and have developed over time.
- Will allow pupils to know how to use language and structure in a range of genres, to achieve a range of purposes.
- Will allow pupils to become effective writers, able to use language, syntax and structure to achieve effects.
- Will allow our pupils to feel empowered by what they study so that they become better thinkers and more empathetic human beings.
- Will cover the breadth and dept of the 2014 National Curriculum for our subjects.

The ICT curriculum is designed to equip students with essential digital skills and knowledge needed for the 21st-century world. It fosters computational thinking, problem-solving, and an understanding of how technology underpins modern society. Our intent is to ensure all students become confident, responsible, and creative users of ICT, capable of adapting to a rapidly evolving digital landscape.

Key Aims:

- Develop digital literacy and fluency across a range of software and devices.
- Build understanding of computational thinking and data handling.
- Promote safe, ethical, and responsible use of technology.
- Prepare students for further study and careers in tech-driven industries.

Creative Media

The Creative Media curriculum inspires students to become imaginative storytellers and critical consumers of media. It encourages exploration of different media forms and production techniques while fostering awareness of media's cultural, social, and economic impact. Students gain technical skills in digital production and analysis, preparing them for further education and employment in the creative industries.

Key Aims:

- Foster creativity through digital storytelling and multimedia production.
- Develop technical proficiency in audio, video, and graphic design tools.
- Encourage critical thinking about the role of media in society.
- Provide opportunities to work on real-world projects and collaborative tasks.

Business Studies

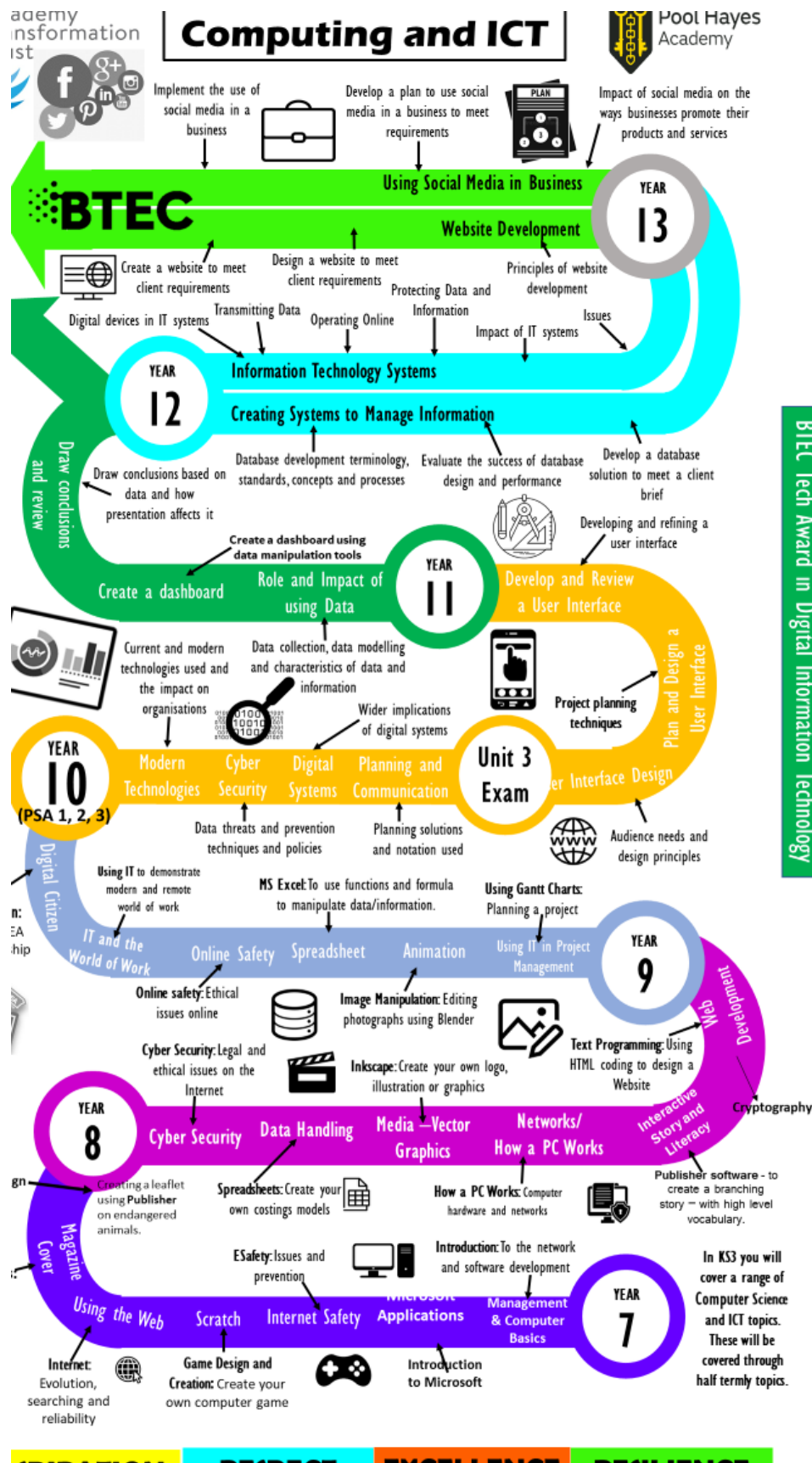
The Business Studies curriculum empowers students with a deep understanding of the world of business, economics, and entrepreneurship. It aims to develop financially literate, enterprising individuals who can think critically, evaluate risk, and seize opportunities. Through practical learning and case studies, students are prepared for further education and the dynamic global workplace.

Key Aims:

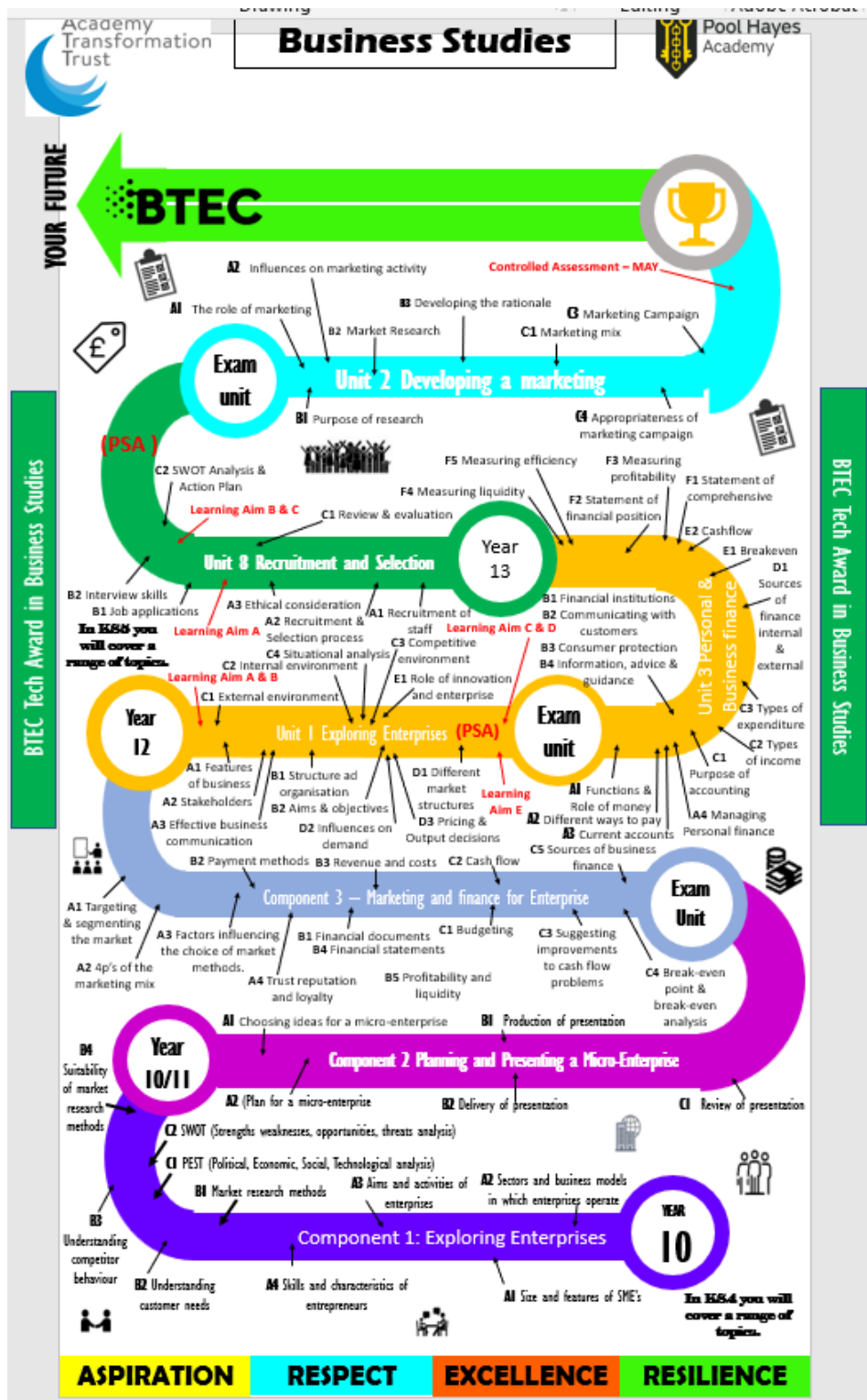
- Introduce core business concepts including marketing, finance, operations, and enterprise.
- Develop analytical and decision-making skills through real-world scenarios.
- Encourage entrepreneurial thinking and financial awareness.
- Prepare students for a wide range of future pathways in business, economics, or self-employment.



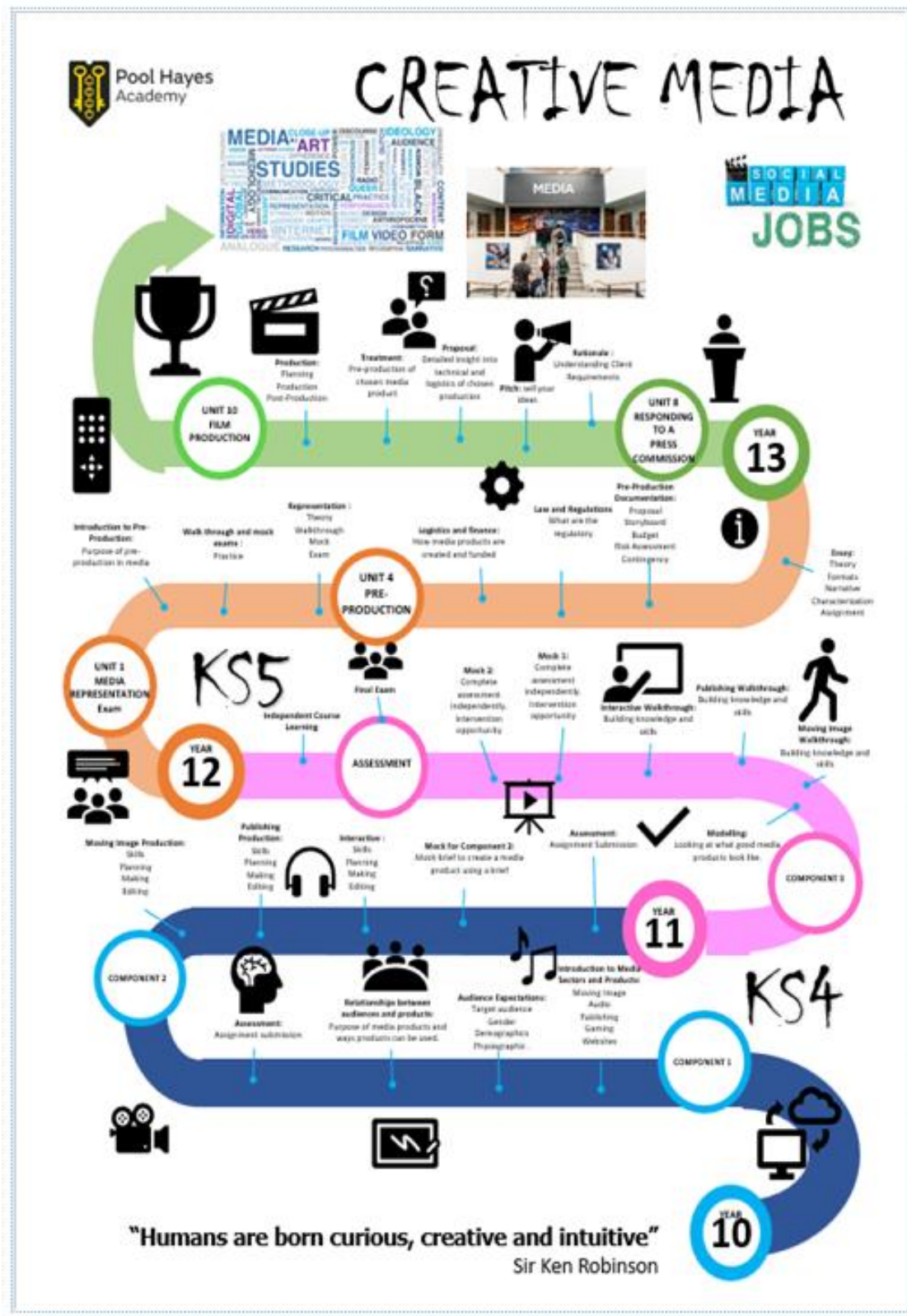
Learning Journey ICT:



Learning Journey Business Studies:



Learning Journey Creative Media:



Links to curriculum map:

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Assessment outline:

Formative assessment is a type of assessment used throughout the learning process to monitor student progress and provide feedback, aiming to improve both teaching and learning. It's not about assigning grades but about helping students understand their strengths and weaknesses and how they can improve.

Summative assessments are evaluations conducted at the end of a learning period, such as a unit, course, or program, to assess a student's overall understanding and achievement. They are designed to gauge what a student has learned and whether they have met specific learning objectives.

Formative:

- Cold-calling in lessons
- Peer assessment
- Self-assessment
- Debate
- Quizzes
- Know It All Ninja

Summative:

- Practice tasks and assignments in preparation of coursework (PSA tasks).
- Mock exam papers and questions

Trips that are used to support the curriculum:

- Add more trips in? Black Country Museum perhaps

Extra-curricular activities:

- Need to get clubs up and running in September

Our pupil pledge:

At Pool Hayes Academy, our ICT Business Studies and Creative Media curriculum is a source of genuine pride. It is ambitious, inclusive, and intellectually rich, built on the belief that every student deserves to find their voice, expand their worldview, and leave school as a confident communicator and critical thinker.

1. Breadth, Depth, and Diversity

This refers to offering a wide range of topics that introduce students to different aspects of ICT, Business studies and Creative Media.

As students develop their skills, the curriculum should allow for deeper exploration of specific areas, fostering expertise and critical thinking. Real-World Connections: Bringing in guest speakers or organizing field trips (to tech companies or media studios) so students see how ICT is applied in the workplace and can envision different career pathways.

By focusing on breadth, depth, and diversity, students not only get a well-rounded understanding of the subjects but also become more adaptable and capable of tackling future challenges.

2. Developing Thinking, Not Just Answers

- Collaborative Problem-Solving: Group projects that require students to solve problems as a team. This forces them to share ideas, challenge each other's assumptions, and arrive at creative solutions.

Business Studies often focuses on the theoretical and practical aspects of business management. However, encouraging critical thinking in this field involves:

- Case Studies and Simulations: Present students with real business challenges (such as a company facing a PR crisis, or a new product launch in a competitive market) and have them work through potential strategies and solutions. This approach moves beyond textbook answers, as students need to analyse the situation, weigh options, and justify their decisions.
 - Ethical Dilemmas: Encourage students to think about the ethical implications of business decisions. For instance, exploring topics like corporate social responsibility, sustainability, and the ethical treatment of employees. Ask questions such as: "How would this decision impact the environment or society?"
 - Market Research and Data Analysis: Instead of just giving students the answers to "what makes a business successful," teach them to collect data, interpret it, and draw conclusions. Have them use real data to make business decisions, analyse trends, and predict future market movements.
 - Encourage Entrepreneurial Mindsets: Allow students to develop their own business ideas, create a business plan, and think critically about how they could address gaps in the market or innovate in a competitive space.
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In Creative Media, thinking is central to creating original, compelling content. Here's how you can encourage deeper thought processes:

- **Creative Briefs:** Present students with open-ended creative briefs that challenge them to think about their audience, purpose, and message. Encourage them to brainstorm multiple ideas before committing to one. This can involve challenges like producing a social media campaign, short film, or animation that conveys a strong message.
- **Reflection and Critique:** Instead of only focusing on the technical aspects of media production (e.g., mastering editing software), create opportunities for students to reflect on their work. Ask them to consider: "What's the story behind your piece? How does your work engage or challenge the audience?"
- **Storytelling and Concept Development:** Encourage students to think deeply about the story they are telling. They should go beyond "what happens" in their content and delve into why and how they are telling it. What emotions do they want to evoke in their audience? What impact should the content have?
- **Exploring Different Mediums:** Challenge students to think critically about the different formats and platforms available for content distribution. How does the medium shape the message? For example, how would the same content look on YouTube vs. Instagram? What considerations must be made for each?

General Strategies for Encouraging Thinking in All Subjects:

- **Inquiry-Based Learning:** Frame lessons as questions or challenges. Rather than simply providing students with information, ask them open-ended questions that require research, reflection, and collaboration. For instance, "How would you redesign a company's website to increase sales?" or "What tools would you use to create a marketing strategy for a new product?"
- **Debates and Discussions:** Organize debates or group discussions on relevant topics in ICT, Business Studies, and Creative Media. For example, in Business Studies, debate the role of ethics in marketing; in ICT, discuss the benefits and drawbacks of artificial intelligence; and in Creative Media, critique a popular TV show or ad campaign.
- **Formative Feedback:** Give feedback that prompts students to think more deeply, like: "Why did you choose this design? What was the rationale behind your coding choice? Can you explain how this marketing strategy will create value?"
- **Independent Learning Projects:** Give students a degree of autonomy in choosing projects that reflect their interests. This gives them the freedom to explore topics and ideas they are passionate about, while also developing critical thinking in a self-directed manner.

By focusing on developing thinking, you're helping students to not just understand content, but to engage with it, question it, and apply it in meaningful ways. This prepares them for real-world challenges, where there's rarely a single "right" answer, and the ability to think critically and creatively is invaluable.

3. Real, Relevant, and Purposeful Writing

Real, relevant, and purposeful writing is essential across all academic and professional domains, including ICT (Information and Communication Technology), Business Studies, and Creative Media. Each field requires specific approaches to writing that focus on delivering clear, impactful, and actionable information. Let's break down what real, relevant, and purposeful writing means in these three fields:

- it's a technical manual, a business strategy, or a creative piece, understanding the target audience is key to producing relevant content.
- **Actionable Outcomes:** Good writing drives action, whether it's getting a user to engage with a system, convincing a business to adopt a new strategy, or keeping a creative audience entertained.

In short, the key to effective writing in ICT, Business Studies, and Creative Media is ensuring that the content is **real**, grounded in fact and experience; **relevant**, connected to current needs and trends; and **purposeful**, with a clear goal in mind. Would you like to dive deeper into any specific area?

4. Language Empowerment

Language empowerment in ICT, Business Studies, and Creative Media plays a crucial role in ensuring that individuals and organizations can communicate effectively, influence others, and make informed decisions. Language isn't just about the words we use—it's about how we express, structure, and convey ideas to create impact and foster understanding. Let's explore how language empowerment manifests in each of these fields:

Common Threads of Language Empowerment Across All Fields:

1. **Accessibility:** Language must be accessible to all audiences. This includes simplifying complex concepts, avoiding jargon (or explaining it when necessary), and ensuring clarity in communication, whether it's through written content, presentations, or spoken word.
2. **Inclusivity:** Empowering language respects and values diverse perspectives. This involves avoiding bias, using inclusive terms, and ensuring that communication is respectful and welcoming to everyone.
3. **Clarity and Precision:** Whether in technical writing, business strategy, or creative media, empowering language means being clear, concise, and purposeful in communication. It removes ambiguity and ensures that the intended message is accurately conveyed.
4. **Actionable Impact:** Empowering language doesn't just inform—it drives action. In ICT, it helps users engage with technology; in Business Studies, it helps organizations make informed decisions; in Creative Media, it inspires audiences to think, feel, or act differently.

Language empowerment is about more than just conveying information—it's about using language as a tool to create understanding, inspire action, and build connections. In ICT, it's about making technology accessible and understandable. In Business Studies, it's about influencing decisions and fostering effective communication. In Creative Media, it's about telling stories that resonate and empower others.

5. Inclusion and Access for All

Inclusion and access for all are fundamental principles that should be embedded across fields like **ICT (Information and Communication Technology)**, **Business Studies**, and **Creative Media**. The goal is to ensure that all individuals, regardless of their background, abilities, or circumstances, can participate, engage, and benefit equally from these fields. Let's explore how inclusion and access are being promoted in each of these areas and the importance of making sure no one is left behind.

Digital Inclusion is a core concept in ICT, Business studies and Creative Media, which focuses on ensuring that technology is accessible to everyone—whether they are from marginalized communities, have disabilities, or are located in underdeveloped areas. Access to ICT tools, services, and the internet is a crucial factor in empowering individuals and

6. Emotional and Cultural Literacy

Our curriculum supports not just academic progress but also personal development. This is achieved by using the Emotional **and cultural literacy** are crucial in fostering more effective, inclusive, and meaningful communication and interaction across **ICT, Business Studies, and Creative Media**. Whether it's in designing empathetic technologies, navigating global business markets, or creating impactful media, understanding and addressing the emotional and cultural needs of diverse audiences is not just a skill—it's an essential component of success in today's interconnected world.

7. Preparation for the Future

Finally, we are proud that our curriculum prepares students for life beyond the classroom. Whether they go on to further study, employment, or other pathways, our students leave with the confidence to express themselves clearly, think critically, and engage thoughtfully with the world around them. Above all, we aim to instil a lifelong love of reading and learning.