



**Curriculum Statement**

At Yate Academy the Business Studies curriculum follows the AQA syllabus and is designed to inspire and equip students with the knowledge, skills, and critical thinking abilities needed to navigate and succeed in the ever-evolving world of commerce. Our intent is to develop confident, inquisitive learners who understand the complexities of business decision-making and the impact of entrepreneurship on the global economy. Through a combination of theoretical frameworks and practical application, students will explore the interconnected functions of business, including marketing, finance, operations, and human resource management.

	Year 12	Year 13
Term 1	What is business? <ul style="list-style-type: none"> <li>- Understanding the nature and purpose of business</li> <li>- Understanding different business forms</li> <li>- Understanding that businesses operate within an external environment</li> </ul>	Choosing Strategic Direction <ul style="list-style-type: none"> <li>- Choosing which markets to compete in and what products to offer</li> <li>- Choosing how to compete</li> </ul>
Term 2	Managers, leadership and decision making <ul style="list-style-type: none"> <li>- Understanding management, leadership and decision making</li> <li>- Understanding management decision making</li> <li>- Understanding the role and importance of stakeholders</li> </ul> Decision making to improve marketing performance <ul style="list-style-type: none"> <li>- Setting marketing objectives</li> <li>- Understanding markets and customers</li> <li>- Making marketing decisions: segmentation, targeting and positioning</li> <li>- Making marketing decisions: using the marketing mix</li> </ul>	Strategic methods: how to pursue strategies <ul style="list-style-type: none"> <li>- Assessing a change in scale</li> <li>- Assessing innovation</li> <li>- Assessing globalisation and internationalism</li> <li>- Assessing greater use of digital technology</li> </ul>

<b>Term 3</b>	<p>Decision making to improve operational performance</p> <ul style="list-style-type: none"> <li>- Setting operational objectives</li> <li>- Analysing operational performance</li> <li>- Making operational decisions to improve performance: increasing efficiency and productivity</li> <li>- Making operational decisions to improve performance: improving quality</li> <li>- Making operational decisions to improve performance: managing inventory and supply chain</li> </ul>	<p>Managing strategic change</p> <ul style="list-style-type: none"> <li>- Managing change</li> <li>- Managing organisational culture</li> <li>- Managing strategic implementation</li> <li>- Problems with strategy and why strategies fail</li> </ul>
<b>Term 4</b>	<p>Decision making to improve financial performance</p> <ul style="list-style-type: none"> <li>- Setting financial objectives</li> <li>- Analysing financial performance</li> <li>- Making financial decisions: sources of finance</li> <li>- Making financial decisions: improving cash flow and profits</li> </ul>	<p>Review of business models to support exam technique</p>
<b>Term 5</b>	<p>Decision making to improve human resource performance</p> <ul style="list-style-type: none"> <li>- Setting human resource objectives</li> <li>- Analysing human resources performance</li> <li>- Making human resources decisions: improving motivation and engagement</li> <li>- Making human resources decisions:improving employer-employee relations</li> </ul>	<p>Review of all content in preparation for exams</p>
<b>Term 6</b>	<p>Analysing the strategic position of a business</p> <ul style="list-style-type: none"> <li>- Mission, corporate objectives, functional objectives and strategy in</li> <li>- Analysing the existing internal position of a business to assess strengths and weaknesses: <ul style="list-style-type: none"> <li>- financial ratio analysis</li> <li>- overall performance</li> </ul> </li> <li>- Analysing the external environment to assess opportunities and threats: <ul style="list-style-type: none"> <li>- political and legal change</li> <li>- economic change</li> <li>- social and technological</li> <li>- the competitive environment</li> </ul> </li> <li>- Analysing strategic options: investment appraisal</li> </ul>	<p>Review of all content in preparation for exams</p>

### **Curriculum Impact - How do you know students know more and remember more as a result of your curriculum?**

Students will leave Yate Academy with an understanding of real-world business scenarios, being able to make informed judgments, and propose innovative solutions. The curriculum provides them with understanding of high leverage focus points, highlighting the importance of responsible business practices in addressing contemporary challenges such as climate change and social equality. As a result of this curriculum students are prepared for higher education and the workforce through collaboration, problem-solving, and entrepreneurial projects.