

Why Business Studies

Intent

Our Business curriculum is designed to develop commercially aware, analytical and confident learners who understand how organisations operate in a rapidly changing world. Following the AQA GCSE Business specification, students build knowledge progressively, moving from foundational business concepts to increasingly complex decision-making and evaluation.

Students begin by exploring the purpose of businesses, ownership structures, stakeholders and business aims. This core understanding provides the foundation for studying the key functional areas of business, including marketing, finance, operations and human resources. Throughout the course, students learn how these areas work together to drive business success and respond to external influences.

In Year 9 student will develop foundation business knowledge. In Year 10, students establish essential knowledge through the study of Business in the Real World, Influences on Business, Operations. In Year 11, learning develops further through Marketing, Finance and Human Resources and, enabling students to evaluate business decisions from multiple perspectives and within different contexts.

The curriculum is carefully sequenced to support success in the two AQA examination papers while also preparing students for progression into post-16 pathways, including A Level and Pearson BTEC Business. Alongside subject knowledge, students develop critical thinking, problem-solving, financial awareness and decision-making skills that support future study, employment and entrepreneurship.

Implementation

Business lessons combine direct instruction, retrieval practice and real-world application to help students develop secure knowledge and confidence over time.

New content is introduced through clear explanations, modelling and guided practice. Teachers regularly use current business examples, case studies and industry scenarios to bring concepts to life and demonstrate their relevance beyond the classroom. Retrieval activities are embedded within lessons to strengthen long-term memory and ensure prior learning remains accessible.

Students are supported to develop increasingly sophisticated written responses through frequent opportunities to explain, analyse, justify and evaluate. Examination skills are explicitly taught, with regular practice using AQA command words and assessment structures. Students become familiar with the requirements of extended responses and learn how to apply their knowledge effectively to unfamiliar business situations.

The curriculum is designed to be inclusive and accessible for all learners. Adaptive teaching strategies, scaffolded resources and structured support ensure that SEND and disadvantaged students can successfully access challenging content while maintaining high expectations for all.

Teachers also make clear links between GCSE study and post-16 expectations. Students are introduced to independent learning, research tasks and more advanced business concepts to support a successful transition into further qualifications.

Impact

Students leave Business with a strong understanding of how organisations operate and make decisions in local, national and global markets. They can confidently apply business terminology, interpret information, analyse business situations and make reasoned judgements supported by evidence.

The impact of the curriculum is demonstrated through:

- Strong engagement with real-world business issues and current affairs.
- Secure knowledge retention through regular retrieval and assessment.
- Increasing confidence in written analysis and evaluation.
- Improved performance in examination-style assessments and mock examinations.
- Positive progression into A Level Business, BTEC Business and other business-related pathways.

Students become informed, commercially aware individuals who understand the role businesses play in society and the economy. They develop the knowledge, skills and resilience needed to succeed in further education, future careers and an increasingly competitive world.

Why Study Business?

Business helps students understand the world around them. From global brands and marketing campaigns to entrepreneurship and finance, the subject develops skills that are relevant to almost every career pathway. Students learn how businesses make decisions, solve

problems, manage people and respond to change—skills that are highly valued by universities, employers and industry.