



# Ansford Academy

**Business**

**Curriculum Booklet for 2024 - 2025**

**Subject Lead: Charlotte Worthy-Jarvis**

### **Business Curriculum Intent:**

Ansford Academy is based in Castle Cary, which is a thriving market town, with many successful small independent businesses and shops on the high street. At Ansford, our GCSE Business curriculum is designed to help students learn about important business topics so they can succeed in today's changing business world.

There are two Business courses offered to students - one with an academic and another with a vocational emphasis. Both courses allow students to explore business problems and how businesses operate. Students will learn how business concepts apply in real life.

### **Business Curriculum Implementation:**

Business is available as two option subjects at Key Stage 4 - all students regardless of ability are given the opportunity to study Business as part of their choices. Students have the choice of two courses, AQA GCSE Business and NCFE Business and Enterprise.

#### **AQA GCSE Business**

This course enables students to learn about different types of businesses, from small local ones to big global companies. They will understand how these different situations affect how businesses work. Students will see how different parts of a business - like operations, money, marketing, and people - affect each other. They'll learn how these connections help businesses make decisions.

Curriculum outcomes - students will learn:

- How business decisions change based on where the business is and what's happening around it.
- How to pick the right information, understand it, and use it to make good decisions.
- The right vocabulary to talk about what businesses do.
- To understand how any business works, even ones they haven't seen before.
- To fix problems and make choices that matter in business.
- To study, think about, and judge new business ideas and problems.

#### **NCFE Business & Enterprise**

We offer the NCFE Technical Award in Business and Enterprise which is a vocational qualification that is accessible to a wide range of students. The qualification has been selected due to the broad range of topics within the qualification and the dynamic nature of the unit breakdown. Throughout the qualification the students will have the opportunity to develop a broad and balanced understanding of the functional areas within a business and how they operate.

### **Allocated Curriculum Time:**

<b>Lessons per fortnight</b>	<b>Year 10</b>	<b>Year 11</b>
	5	5

**Year 10 GCSE Business Programme of Study**

**Exam Board: AQA**

**Exam Specification: 8132**

<b>Term</b>	<b>Curriculum Foci</b>	<b>Formal Assessment</b>
<b>1</b>	<b>3.1 Business in the Real World</b> <ul style="list-style-type: none"> <li>- The purpose and nature of business</li> <li>- The business sectors: primary, secondary, tertiary</li> <li>- Enterprise and entrepreneurship</li> <li>- Business ownership: sole traders, partnerships, LTD, PLC, NPO</li> </ul>	<b>3.1 Business in the Real World 1</b>  <b>Marks:</b> 40 marks <b>Time:</b> 45 mins
<b>2</b>	<b>3.1 Business in the Real World</b> <ul style="list-style-type: none"> <li>- Setting aims and objectives</li> <li>- The impact and influence of stakeholders</li> <li>- Business location: internal &amp; external influences</li> <li>- Business plans: purpose, content &amp; measuring success</li> <li>- Expanding a business</li> </ul>	<b>3.1 Business in the Real World 2</b>  <b>Marks:</b> 40 marks <b>Time:</b> 45 mins
<b>3</b>	<b>3.2 Influences on Business</b> <ul style="list-style-type: none"> <li>- Technology: e-commerce, m-commerce</li> <li>- Ethical &amp; environmental considerations</li> <li>- Economic climate: interest rates, recessions</li> <li>- Globalisation: exchange rates, imports &amp; exports</li> </ul>	<b>3.2 Influences on Business 1</b>  <b>Marks:</b> 40 marks <b>Time:</b> 45 mins
<b>4</b>	<b>3.2 Influences on Business</b> <ul style="list-style-type: none"> <li>- Legislation: employment law</li> <li>- Legislation: health &amp; safety</li> <li>- Legislation: consumer law</li> <li>- Operating in competitive markets</li> <li>- Understanding internal &amp; external threats</li> </ul>	<b>3.2 Influences on Business</b>  <b>Marks:</b> 40 marks <b>Time:</b> 45 mins
<b>5</b>	<b>3.4 Human Resource Management</b> <ul style="list-style-type: none"> <li>- Organisational structures: centralisation, decentralisation</li> <li>- Recruitment: meeting the needs of the business</li> <li>- Recruitment: methods of advertising &amp; recruiting</li> <li>- Recruitment: the selection process</li> </ul>	<b>3.4 HR Management</b>  <b>Marks:</b> 40 marks <b>Time:</b> 45 mins
<b>6</b>	<b>3.4 Human Resource Management</b> <ul style="list-style-type: none"> <li>- The importance of motivation</li> <li>- Motivational methods: financial &amp; non-financial</li> <li>- Contracts: full time, part time, job share, zero hour</li> <li>- Operating in competitive markets</li> <li>- Understanding internal &amp; external threats</li> </ul>	<b>Year 10 Mock Paper</b>  <b>Time:</b> 1 hr 45 mins <b>Marks:</b> 90 marks

**Year 10 Vocational Business Programme of Study**

**Exam Board: NCFE**

**Exam Specification: 603/7004/X**

<b>Term</b>	<b>Curriculum Foci</b>	<b>Formal Assessment</b>
<b>1</b>	<p><b>CA1: Entrepreneurship, business organisation and the importance of stakeholders</b> Students will develop the knowledge and understanding of business aims and objectives and what it means to be an entrepreneur.</p>	<b>Assessment 1: Enterprise knowledge recall test – 1 hour</b>
<b>2</b>	<p><b>CA2: Understand the marketing mix, market research, market types and orientation types</b> Learners will develop the knowledge and understanding of the marketing mix, market research and market types</p>	<b>Assessment 2: Marketing exam skills – 1 hour</b>
<b>3</b>	<p><b>CA3: Human Resources</b> Learners will develop the knowledge and understanding of human resources, staff development and motivation</p> <p><b>CA4: Operations management</b> Students will develop the knowledge and understanding of outsourcing, lean production and quality control</p>	<b>Assessment 3: Human Resources and Operations exam – 1 hour</b>
<b>4</b>	<p><b>CA5: Business Growth</b> Learners will develop the knowledge and understanding of business growth and the ways in which a business can grow</p> <p><b>CA6: Finance</b> Learners will develop the knowledge and understanding of financial requirements within an organisation</p>	<b>Assessment 4: Finance Test – 1 hour</b>
<b>5</b>	<p><b>CA7: Internal and external influences</b> Students will develop the knowledge and understanding of the internal and external influences on a business</p> <p><b>CA8: Research, resource planning and growth</b> Students will develop the knowledge and understanding of business research and resource planning to support a new business enterprise</p>	<b>Assessment 5: End of unit knowledge test</b>
<b>6</b>	<p><b>Unit 1: Introduction to Business</b> Students will develop their examination skills throughout the final term of Year 10</p>	<b>Mock Exam 1 (End of Term 6)</b>

**Year 11 GCSE Business Studies Programme of Study**

**Exam Board: AQA**

**Exam Specification: 8132**

<b>Term</b>	<b>Curriculum Foci</b>	<b>Formal Assessment</b>
<b>1</b>	<b>3.3 Business Operations</b> <ul style="list-style-type: none"> <li>- Methods of production: job, batch, flow</li> <li>- Improving efficiency: JIT, JIC, lean</li> <li>- Procurement: managing stock</li> <li>- Procurement: supply chains</li> <li>- Procurement: managing suppliers</li> </ul>	<b>3.3 Business Operations</b>  <b>Marks:</b> 40 marks <b>Time:</b> 45 mins
<b>2</b>	<b>3.3 Business Operations</b> <ul style="list-style-type: none"> <li>- The concept of quality</li> <li>- The impact of poor quality</li> <li>- Customer service: the sales process</li> <li>- Customer service: benefits &amp; consequences</li> </ul>	<b>GCSE Mock Exam Paper 1</b>  <b>Marks:</b> 90 marks <b>Time:</b> 1 hr 45 mins
<b>3</b>	<b>3.5 Marketing</b> <ul style="list-style-type: none"> <li>- Identifying &amp; understanding customers</li> <li>- Segmentation: target markets</li> <li>- The purpose of market research</li> <li>- Market size: market share</li> <li>- Qualitative &amp; quantitative data</li> <li>- The marketing mix: price</li> <li>- The marketing mix: product</li> <li>- The marketing mix: promotion</li> <li>- The marketing mix: place</li> </ul>	<b>3.5 Business Operations</b>  <b>Marks:</b> 40 marks <b>Time:</b> 45 mins
<b>4</b>	<b>3.6 Finance</b> <ul style="list-style-type: none"> <li>- Sources &amp; methods of finance</li> <li>- Suitability of different sources of finance</li> <li>- Cash flow: the importance of cash</li> <li>- Interpreting cash flow forecasts</li> <li>- Financial terms: variable, fixed, total costs</li> <li>- Financial terms: gross, net, operating profit</li> <li>- Calculations: revenue, costs, breakeven, profit</li> <li>- Financial statements: purpose &amp; content</li> <li>- Analysing financial performance</li> </ul>	<b>GCSE Mock Exam Paper 2</b>  <b>Marks:</b> 90 marks <b>Time:</b> 1 hr 45 mins
<b>5</b>	<b>Revision &amp; Exam Technique</b>	<b>Practice Papers</b>
<b>6</b>	<b>Study Leave</b>	

**Year 11 Vocational Business Programme of Study**

**Exam Board: NCFE**

**Exam Specification: 603/7004/X**

<b>Term</b>	<b>Curriculum Foci</b>	<b>Formal Assessment</b>
<b>1-3</b>	<p><b>Controlled assessment (21 hours)</b> Learners will prepare for and begin their controlled assessment. The assessment will be worth 60% of the overall qualification.</p> <p><b>Learning tasks:</b></p> <ul style="list-style-type: none"><li>● Analysis of pre-release case study</li><li>● Teacher presentation on key findings</li><li>● Students start controlled assessment (controlled conditions)</li></ul>	<p><b>Formal external assessment details</b></p> <p>Controlled assessment 21 hours (26.25 hours ET)</p>
<b>4</b>	<p><b>Unit 1: Introduction to Business</b></p> <ul style="list-style-type: none"><li>● Mock 2</li><li>● Revision for the final examination</li></ul>	<p><b>Assessment 2: Marketing exam skills – 1 hour</b></p>
<b>5</b>	<p><b>Revision &amp; Exam</b></p>	

## Revision and Support:

There are many ways in which you can support your child in the study of Business such as:

- Ensuring your child has access to revision guides and up to date login details (provided by Ansford) for online platforms such as Seneca.
- Set up a dedicated space at home where your child can comfortably revise and recap topics for Business without distractions.
- Show genuine interest in what your child is learning. Ask them about their projects, assignments, or any challenges they may be facing. Engaging in discussions about Business topics can help reinforce their understanding.
- Offer assistance with homework assignments or projects when needed. This could involve discussing ideas or reviewing concepts together.
- Discuss with your child how Business concepts are applied in real-world scenarios, such as in technology, business, medicine, and entertainment. Draw their attention to news articles that mention Business issues.

## Final GCSE Assessment Structure:

Component	Weighting (%)	Content	Proposed Examination Date
Paper 1 1hr 45 mins	50 90 marks	<b>Influences of operations &amp; HRM on business activity</b> <ul style="list-style-type: none"><li>● Business in the real world</li><li>● Influences on business</li><li>● Business operations</li><li>● Human resources</li></ul>	Summer of Year 11
Paper 2 1hr 45 mins	50 90 marks	<b>Influences of marketing and finance on business activity</b> <ul style="list-style-type: none"><li>● Business in the real world</li><li>● Influences on business</li><li>● Marketing</li><li>● Finance</li></ul>	Summer of Year 11

Please see exam board websites for up to date information:

<https://www.aqa.org.uk/subjects/business/gcse/business-8132/introduction>

## Final NCFE Assessment Structure:

Component	Weighting (%)	Content	Proposed Examination Date
1  Written Exam  1hr 30 mins	40%  80 marks	<p><b>CO1:</b> Entrepreneurship, business organisation and stakeholders</p> <p><b>CO2:</b> Market research, market types and orientation and marketing mix</p> <p><b>CO3:</b> Human resource requirements for business and enterprise</p> <p><b>CO4:</b> Operations management</p> <p><b>CO5:</b> Business growth</p> <p><b>CO6:</b> Sources of enterprise funding and business finance</p> <p><b>CO7:</b> The impact of the external environment on business and enterprise</p> <p><b>CO8:</b> Business and enterprise planning</p>	Summer of Year 11
2  Controlled Assessment	60%  120 marks	<p><b>AO1:</b> Recall knowledge and show understanding</p> <p><b>AO2:</b> Apply knowledge and understanding</p> <p><b>AO3:</b> Analyse and evaluate knowledge and understanding</p> <p><b>AO4:</b> Demonstrate the application of relevant technical skills, techniques and processes</p> <p><b>AO5:</b> Analyse and evaluate the demonstration of relevant technical skills, techniques and processes</p>	Sept to March of Year 11

Please see exam board websites for up to date information:

<https://www.ncfe.org.uk/qualification-search/qualification-detail/ncfe-level-12-technical-award-in-business-and-enterprise-127>