



Ansford Academy

Business

Curriculum Booklet for 2025 - 2026

Subject Lead: Mr Mitchell

Business Curriculum Intent:

An investment in knowledge provides the best interest.

Benjamin Franklin

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. We want every student to develop a clear understanding of how the world of business works and feel confident exploring the role they could play within it. Business education helps students make sense of the decisions made by individuals, companies and governments, from how products are priced and promoted to how organisations grow, adapt and compete.

Our curriculum is designed to be relevant, inclusive and engaging for all learners. We offer two pathways at **Key Stage 4**:

- **AQA GCSE Business**, which focuses on analysis, decision-making and applied knowledge
- **NCFE L1/L2 Technical Award in Business and Enterprise**, which takes a more practical, project-based approach

Both routes give students the opportunity to:

- Explore how different types of businesses are **set up and run**
- Understand **core functions** including **marketing, finance, operations** and **human resources**
- Investigate how **external influences** such as the **economy, ethics**, and **law** affect businesses
- Build skills in **research, analysis, communication** and **evaluation**
- Apply their learning to **real-world case studies** and **current issues**

We also encourage students to connect their learning to the wider world. This includes exploring local businesses, responding to news stories and taking part in enterprise activities. By understanding how business works, students are better prepared for future education, employment or entrepreneurship, and develop transferable skills that will support them in any career path.

Business Curriculum Implementation:

We believe that every student, regardless of their starting point, should have access to high-quality business education. Our curriculum is designed to be inclusive, practical, and engaging.

Lessons are built around:

- **Clear explanations** of new concepts using real-world examples.
- **Structured tasks** that build in challenge, with scaffolds where needed.
- **Opportunities for retrieval**, reflection, and real-life application.
- **Assessment** through a mixture of formal testing, applied tasks, and project work.

Key Stage 4

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:

Lessons per fortnight	Year 10	Year 11
	5	5

Year 10 GCSE Business Programme of Study
Exam Board: AQA
Exam Specification: 8132

Term	Curriculum Foci	Formal Assessment
1	3.1 Business in the Real World - The purpose and nature of business - The business sectors: primary, secondary, tertiary - Enterprise and entrepreneurship - Business ownership: sole traders, partnerships, LTD, PLC, NPO	3.1 Business in the Real World 1 Marks: 40 marks Time: 45 mins
2	3.1 Business in the Real World - Setting aims and objectives - The impact and influence of stakeholders - Business location: internal & external influences - Business plans: purpose, content & measuring success - Expanding a business	3.1 Business in the Real World 2 Marks: 40 marks Time: 45 mins
3	3.2 Influences on Business - Technology: e-commerce, m-commerce - Ethical & environmental considerations - Economic climate: interest rates, recessions - Globalisation: exchange rates, imports & exports	3.2 Influences on Business 1 Marks: 40 marks Time: 45 mins
4	3.2 Influences on Business - Legislation: employment law - Legislation: health & safety - Legislation: consumer law - Operating in competitive markets - Understanding internal & external threats	3.2 Influences on Business Marks: 40 marks Time: 45 mins
5	3.4 Human Resource Management - Organisational structures: centralisation, decentralisation - Recruitment: meeting the needs of the business - Recruitment: methods of advertising & recruiting - Recruitment: the selection process	3.4 HR Management Marks: 40 marks Time: 45 mins
6	3.4 Human Resource Management - The importance of motivation - Motivational methods: financial & non-financial - Contracts: full time, part time, job share, zero hour - Operating in competitive markets - Understanding internal & external threats	Year 10 Mock Paper Time: 1 hr 45 mins Marks: 90 marks

Year 10 Vocational Business Programme of Study

Exam Board: NCFE

Exam Specification: 603/7004/X

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

Year 11 GCSE Business Studies Programme of Study
Exam Board: AQA
Exam Specification: 8132

Term	Curriculum Foci	Formal Assessment
1	3.3 Business Operations - Methods of production: job, batch, flow - Improving efficiency: JIT, JIC, lean - Procurement: managing stock - Procurement: supply chains - Procurement: managing suppliers	3.3 Business Operations Marks: 40 marks Time: 45 mins
2	3.3 Business Operations - The concept of quality - The impact of poor quality - Customer service: the sales process - Customer service: benefits & consequences	GCSE Mock Exam Paper 1 Marks: 90 marks Time: 1 hr 45 mins
3	3.5 Marketing - Identifying & understanding customers - Segmentation: target markets - The purpose of market research - Market size: market share - Qualitative & quantitative data - The marketing mix: price - The marketing mix: product - The marketing mix: promotion - The marketing mix: place	3.5 Business Operations Marks: 40 marks Time: 45 mins
4	3.6 Finance - Sources & methods of finance - Suitability of different sources of finance - Cash flow: the importance of cash - Interpreting cash flow forecasts - Financial terms: variable, fixed, total costs - Financial terms: gross, net, operating profit - Calculations: revenue, costs, breakeven, profit - Financial statements: purpose & content - Analysing financial performance	GCSE Mock Exam Paper 2 Marks: 90 marks Time: 1 hr 45 mins
5	Revision & Exam Technique	Practice Papers
6	Study Leave	

Year 11 Vocational Business Programme of Study

Exam Board: NCFE

Exam Specification: 603/7004/X

Term	Curriculum Foci	Formal Assessment
1-3	Controlled assessment (21 hours) Learners will prepare for and begin their controlled assessment. The assessment will be worth 60% of the overall qualification. Learning tasks: • Analysis of pre-release case study • Teacher presentation on key findings • Students start controlled assessment (controlled conditions)	Formal external assessment details Controlled assessment 21 hours (26.25 hours ET)
4	Unit 1: Introduction to Business • Mock 2 • Revision for the final examination	Assessment 2: Marketing exam skills – 1 hour
5	Revision & Exam	

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	Influences of operations & HRM on business activity • Business in the real world • Influences on business • Business operations • Human resources	Summer of Year 11
Paper 2 1hr 45 mins	50 90 marks	Influences of marketing and finance on business activity • Business in the real world • Influences on business • Marketing • Finance	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	CO1: Entrepreneurship, business organisation and stakeholders CO2: Market research, market types and orientation and marketing mix CO3: Human resource requirements for business and enterprise CO4: Operations management CO5: Business growth CO6: Sources of enterprise funding and business finance CO7: The impact of the external environment on business and enterprise CO8: Business and enterprise planning	Summer of Year 11
2 Controlled Assessment	60% 120 marks	AO1: Recall knowledge and show understanding AO2: Apply knowledge and understanding AO3: Analyse and evaluate knowledge and understanding AO4: Demonstrate the application of relevant technical skills, techniques and processes AO5: Analyse and evaluate the demonstration of relevant technical skills, techniques and processes	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>