Curriculum Long Term Plan: Business 2026-27

Introduction

The Education Inspection Framework outlines its **expected standard** in grading curriculum with the following:

"the curriculum is suitable and well planned for each subject and year group. It identifies clear end points and is appropriately sequenced to build on what has already been taught and learned."

Strong Standard – "Leaders make astute decisions about how the curriculum and teaching should adapt and evolve, based on their evidence and insight about how well pupils have learned what was intended."

The curriculum firmly underpins the school vision from which a culture and ethos is generated that supports all students within our school. We review our curriculum policy & plans annually with a clear focus on addressing and meeting these new demands, adapting our curriculum and teaching based on pupil learning and assessment data. We are also mindful of disadvantaged pupils/pupils with SEND/IEPs, and ensure our teaching supports these pupils consistently and reduce barriers to achievement.

We are committed to ensuring that spirituality & morality permeates all sections of the curriculum and that our curriculum is broad and balanced in order that the needs of all students are provided for whatever their gifts, talents or abilities.

We aim to make provision for academic achievement and the spiritual, moral, social, cultural, mental, physical and creative development of all our students, in addition to preparing them for the opportunities, responsibilities and experiences of later life.

Purpose of Study

GCSE Business is taught to develop students' natural curiosity about the business environment. Students will gain a deeper understanding of how businesses operate, and the key drivers and constraints affecting business decisions. The course enables learners to make sense of current business trends and practice, preparing them for the world of work across diverse business organisations.

Through the Business curriculum, students will develop and refine essential cross-curricular and transferable skills such as:

- **Communication** (oral and written): participating in debates, interpreting sources, constructing balanced arguments
- **Mathematics and quantitative skills**: calculating revenue, costs, profit; interpreting financial ratios and market data
- **ICT literacy**: accessing, managing, analysing and presenting information via spreadsheets, reports, online tools
- **Self-management**: planning, goal setting, monitoring progress, time management and independent review
- **Collaboration**: working in teams, listening, influencing group thinking, making collective decisions
- **Problem solving & critical thinking**: identifying patterns and relationships, analysing evidence, evaluating options, justifying conclusions

At Al-Ashraf Secondary School, we ensure the Business curriculum remains responsive to contemporary developments. Students are encouraged to engage with business news and real-world case studies to keep learning relevant and dynamic.

Because students enter KS4 with varied prior learning, our curriculum is knowledge-rich, carefully sequenced, and builds progressively. We embed opportunities for **retrieval practice** across Year 10 and 11 to promote durable learning.

Aims

In line with the DfE subject content and awarding body requirements, the aims of KS4 Business are that students will:

- **Know and understand** key business concepts, terminology, business objectives, and the integrated nature of business activity
- **Apply** their knowledge to diverse business contexts (local, national, global; small and large firms), recognising how context influences decisions
- **Develop as enterprising individuals** who think commercially and creatively, using evidence to make informed business decisions
- **Become effective, independent learners** and critical, reflective thinkers with enquiring minds
- **Use an enquiring, critical approach** to distinguish fact from opinion, construct balanced arguments, and make justified judgments
- **Investigate and analyse real business opportunities and issues**, using qualitative and quantitative data to support structured, evidence-led arguments
- **Develop quantitative skills** appropriate to business, including interpreting data, financial ratios, break-even, forecasts, and recognising limitations of data
- **Appreciate ethical, sustainability and stakeholder dimensions**, considering how business activity impacts society, environment, and diverse interests.

Curriculum Map (Two-year course)

YEAR	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
10	**Theme 1: Investigating small business**					
	Topic 1.1 **Enterprise and entrepreneurship** • 1.1.1 The dynamic nature of business • 1.1.2 Risk and reward • 1.1.3 The role of business enterprise	**Topic 1.2** **Spotting a business opportunity** • 1.2.1 Customer needs • 1.2.2 Market research • 1.2.3 Market segmentation • 1.2.4 The competitive environment	**Topic 1.3** **Putting a business idea into practice** • 1.3.1 Business aims and objectives • 1.3.2 Business revenues, costs and profits • 1.3.3 Cash and cash-flow • 1.3.4 Sources of business finance	**Topic 1.4** **Making the business effective** • 1.4.1 The options for start-up and small businesses • 1.4.2 Business location • 1.4.3 The marketing mix • 1.4.4 Business plans	**Topic 1.5** **Understanding external influences** • 1.5.1 Business stakeholders • 1.5.2 Technology and business • 1.5.3 Legislation and business • 1.5.4 The economy and business • 1.5.5 External influences	**Revision and Exam**
11	**Theme 2: Building a business**					

	Topic 2.1 Growing the business	Topic 2.2 Making marketing decisions	Topic 2.3 Making operational decisions	Topic 2.5 Making human resource decisions	Revision and Exams
	• 2.1.1 Business growth • 2.1.2 Changes in business aims and objectives • 2.1.3 Business and globalisation • 2.1.4 Ethics, the environment and business	• 2.2.1 Product • 2.2.2 Price • 2.2.3 Promotion • 2.2.4 Place • 2.2.5 Using the marketing mix to make business decisions	• 2.3.1 Business operations • 2.3.2 Working with suppliers • 2.3.3 Managing quality • 2.3.4 The sales process **Topic 2.4** **Making financial decisions** • 2.4.1 Business calculations • 2.4.2 Understanding business performance	• 2.5.1 Organisational structures • 2.5.2 Effective recruitment • 2.5.3 Effective training and development • 2.5.4 Motivation	Sequencing key Business start-ups and growth Marketing Business finance Human resources Business operations External influences

Two-year course

Year	Term	Topic Name	Main Curriculum Focus	Big Finish
10	**1**	Topic 1.1 Enterprise and entrepreneurship	Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.	Topic Assessment Mat *A set of Theme 1 activities to assess learning and support self-assessment and reflection.*
	2	Topic 1.2 Spotting a business opportunity	Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.	Key Assessment 1 *1.1 Assessment.*
	3	Topic 1.3 Putting a business idea into practice	This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.	Topic Assessment Mat

	4	Topic 1.4 Making the business effective	Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.	Key Assessment 2 1.1-1.4 Assessment 10X Challenge https://www.10xchallenge.org.uk/en/
	5-6	Topic 1.5 Understanding external influences on business	Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.	Key Assessment 3 Theme 1 Exam Self-reflection in business task *Provides a framework and toolkit for students to recognise skills they already have in business and how to identify and develop skills for the future*
11	**1**	Topic 2.1 Growing the business	Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.	Key Assessment 1 2.1 Assessment
	2	Topic 2.2 Making marketing decisions	This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.	**Theme 1 Mock**
	3	Topic 2.3 Making operational decisions Topic 2.4 Making financial decisions	This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.	Key Assessment 2 2.1-2.4 Assessment

			Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.	
	4	Topic 2.5 Making human resource decisions	Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.	**Theme 2 Mock**
	5	Final Exam preparations	Planned revision sessions	**GCSE Paper 1** **Investigating small business** **GCSE Paper 2** **Building a business**