

Business Department Curriculum Plan

Curriculum Intent

Our Purpose

The Business curriculum at Altrincham College is designed to empower all students—regardless of background—with the knowledge, skills, and confidence to succeed in education, work, and life. We exist to provide a platform for social mobility, giving our students, who have not accessed selective grammar schools, the opportunity to thrive and surpass expectations. Through high-quality business education, we aim to open doors, broaden horizons, and support informed and aspirational decision-making.

Whole School Vision Alignment

Our curriculum embodies the school's vision:

"To nurture well-rounded citizens of the future who are knowledgeable, happy and resilient so that they make a valuable contribution to the world in which they live, and are empowered to make informed and positive life choices."

In Business, this translates into:

- Knowledgeable: Equipping students with real-world commercial awareness, financial literacy, and enterprise understanding.
- Happy and Resilient: Promoting confidence, problem-solving and entrepreneurial mindsets in a supportive and inclusive environment.
- Informed and Empowered: Enabling students to explore career pathways, economic roles, and business functions that will shape their future contributions to society.

Curriculum Aims

We aim to:

1. Develop commercially aware, financially literate, and enterprising individuals who understand how businesses operate and make decisions.
2. Promote aspiration and progression through academic rigour and vocational relevance, offering clear pathways to Level 3 and beyond.
3. Foster critical thinking and evaluative skills that enable students to challenge ideas, consider stakeholder perspectives, and make informed judgements.
4. Support personal development by encouraging teamwork, communication, and ethical understanding within a business context.
5. Champion diversity and inclusion, ensuring that business education is accessible and relevant to all students regardless of background.

Implementation

Key Stage 4 – EDUQAS GCSE Business (Level 2)

- A rigorous and engaging course that introduces core concepts such as business operations, marketing, finance, and human resources.
- Case studies are designed to be accessible, relevant and linked to students' everyday experiences, enhancing relatability and engagement.

- Skills focus includes data interpretation, structured analysis, and extended writing.

Post-16 Pathways (Level 3)

Students can continue their business education via two high-quality and purposeful routes:

- EDUQAS A Level Business: A more academic and theory-based course ideal for those considering university, business apprenticeships or entrepreneurial ventures.

This dual pathway allows all learners to progress and succeed according to their learning style, career goals and academic strengths.

Cultural Capital and Enrichment

- We enrich our curriculum through trips, employer engagement, enterprise competitions, and links with local businesses.
- Students are encouraged to connect curriculum knowledge to local, national and global economic issues.
- Financial education and awareness of business ethics underpin much of our delivery, preparing students for responsible adulthood.

Social Mobility and Equity

- Our curriculum is intentionally designed to close gaps, raise ambition and challenge low expectations.
- Vocabulary development, modelling excellence, and scaffolded challenge are built into every lesson.
- We measure success not only in exam outcomes but in the growth of our students' confidence, aspirations, and future opportunities.

Impact

By the time students leave the Business Department at Altrincham College, they will:

- Have a solid grasp of key business principles and terminology.
- Understand the role of business in society and how they can participate in and shape it.
- Be prepared for further study, training or employment in a range of sectors.
- Be equipped to make informed, responsible decisions in both their personal and professional lives.

All our courses are delivered and assessed using the EDUQAS specification.

Year	Curriculum	HT1	HT2	HT3	HT4	HT5	HT6
10	Business GCSE	<p>1 - Business Activity</p> <p>Booklet 1 C101 - The nature of business activity C102 - Providing goods and services C103 - Business enterprise C104 - Business planning C105 - Business aims and objectives</p> <p>Home learning Purple book homework 1-3 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>1 - Business Activity</p> <p>Booklet 1 C106 - Business ownership C107 - Business growth C108 - Business location and site</p> <p>Home learning Purple book homework 4-6 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>4 – Finance</p> <p>Booklet 4 C119 - Sources of finance C120 - Revenue and costs C121 - Profit and loss accounts (income statements)</p> <p>Home learning Purple book homework 7-9 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>4 – Finance</p> <p>Booklet 4 C122 - Cash-flow C123 - Financial performance</p> <p>Booklet 3 C115 - Methods of production C116 – Quality C117 - Supply chain C118 - Sales process</p> <p>Home learning Purple book homework 10-12 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>3 - Business Operations/5 – Marketing</p> <p>Booklet 3 C117 - Supply chain C118 - Sales process</p> <p>Booklet 5 C125 - Market research C126 - The marketing mix</p> <p>Home learning Purple book homework 13-15 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>5 – Marketing</p> <p>Booklet 5 C127 – Product C128 – Price C129 – Promotion C130 - Place</p> <p>Home learning Purple book homework 16-18 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment End of year exam.</p>
		<p>Retrieval</p> <p>Starter Booklet HT1</p> <p>This first booklet will be based on knowledge from KS3 that students should know and will build on in the Business GCSE. This included calculations such as averages, percentages and percentage change.</p>	<p>Retrieval</p> <p>Starter Booklet HT2</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT.</p>	<p>Retrieval</p> <p>Starter Booklet HT3</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT.</p>	<p>Retrieval</p> <p>Starter Booklet HT4</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT.</p>	<p>Retrieval</p> <p>Starter Booklet HT5</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT.</p>	<p>Retrieval</p> <p>Starter Booklet HT6</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT.</p>

Year	Curriculum	HT1	HT2	HT3	HT4	HT5	HT6
11	Business GCSE	<p>6 – Human Resources</p> <p>Booklet 6 C131 – Recruitment C132 – Training C133 – Motivation</p> <p>Home learning Purple book homework 1-3 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>6 – Human Resources</p> <p>Booklet 6 C134 - Organisational Structure C135 - The interdependent nature of business</p> <p>Home learning Purple book homework 4-6 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment Mock Exam</p>	<p>2 - Influences on Business</p> <p>Booklet 2 C109 - Technological influence on business activity C110 - Ethical influence on business activity</p> <p>Home learning Purple book homework 7-9 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>2 - Influences on Business</p> <p>Booklet 2 C111 - Environmental influence on business activity C112 - Economic influence on business activity</p> <p>Home learning Purple book homework 10-12 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>2 - Influences on Business</p> <p>Booklet 2 C113 - The impact of globalisation on businesses C114 - The impact of legislation on businesses</p> <p>Home learning Purple book homework 13-15 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	Post Exam Leave
		<p>Retrieval</p> <p>Starter Booklet HT1</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT. (YEAR 10)</p>	<p>Retrieval</p> <p>Starter Booklet HT2</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT.</p>	<p>Retrieval</p> <p>Starter Booklet HT3</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT.</p>	<p>Retrieval</p> <p>Starter Booklet HT4</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT.</p>	<p>Retrieval</p> <p>Starter Booklet HT5</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT.</p>	<p>Retrieval</p> <p>Starter Booklet HT6</p> <p>Key Terms, advantages and disadvantages plus skills practice from previous HT.</p>

Year	Curriculum	HT1	HT2	HT3	HT4	HT5	HT6
12	Business A level	<p>C1 – Business Opportunities</p> <p>Big Booklet 1 C1</p> <p>101 Enterprise 102 Business Plans 103 Markets 104 Market Research 105 Business Structure 106 Business Location 107 Business finance 108 Business revenue and costs 109 Marketing 110 The Marketing Mix</p> <p>Home learning/independent work Purple book homework 1-3 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>C1 – Marketing/Finance</p> <p>Big Booklet 1 C1</p> <p>111 Product 112 Price 113 Promotion 114 Place 115 Decisions about the marketing mix 116 New Technology 117 Finance 118 Budgeting 119 Business finance 120 Cash-flow 121 The income statement 122 Ratio Analysis</p> <p>Home learning/independent work Purple book homework 4-6 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment Mock Exam</p>	<p>C1 – Finance/Human Resources</p> <p>Big Booklet 1 C1</p> <p>123 HR 124 Changes in working practice 125 Workforce planning 126 Recruitment 127 Training 128 Appraisal 129 Workforce Performance 130 Organisational Design 131 Motivation 132 Management & leadership</p> <p>Home learning/independent work Purple book homework 7-9 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>C1 –Human Resources/Operations</p> <p>Big Booklet 1 C1</p> <p>133 Employer employee relationships 134 Operations 135 Added Value 136 Production 137 Productivity 138 Technology 139 Lean Production 140 Quality 141 Purchasing 142 Research & Development 143 Economies of Scale</p> <p>Home learning/independent work Purple book homework 10-12 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>C1 - Operations /C2 Business Analysis</p> <p>Big Booklet 1 C1</p> <p>140 Quality 141 Purchasing 142 Research & Development 143 Economies of Scale</p> <p>Big Booklet 2 C2 201 Data Analysis 202 Market analysis</p> <p>Home learning/independent work Purple book homework 13-15 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>	<p>C2 Business Analysis</p> <p>Big Booklet 2 C2</p> <p>203 - Sales forecasting 204 - Analysing financial performance 205 - Analysing non-financial performance.</p> <p>Home learning/independent work Purple book homework 16-18 <i>Printed in Purple Books and published on Class Charts</i></p> <p>Assessment 1 x key terms test 1 X confidence builder 1 X written assessment</p>
		Retrieval Starter Booklet HT1	Retrieval Starter Booklet HT2	Retrieval Starter Booklet HT3	Retrieval Starter Booklet HT4	Retrieval Starter Booklet HT5	Retrieval Starter Booklet HT6

Year	Curriculum	HT1	HT2	HT3	HT4	HT5	HT6
13		Big Booklet 2 C2 206 Aims and Objectives 207 Strategy 208 Decision-Making Models 209 Investment Appraisal 210 Special Orders Home learning/independent work Purple book homework 1-3 <i>Printed in Purple Books and published on Class Charts</i> Assessment 1 x key terms test 1 X confidence builder 1 X written assessment	Big Booklet 3 C3 301 Change 302 Risk Management Home learning/independent work Purple book homework 1-3 <i>Printed in Purple Books and published on Class Charts</i> Assessment Mock Exam	Big Booklet 3 C3 303 PEST Political 304 PEST Economic 305 PEST Social Home learning/independent work Purple book homework 1-3 <i>Printed in Purple Books and published on Class Charts</i> Assessment 1 x key terms test 1 X confidence builder 1 X written assessment	Big Booklet 3 C3 306 PEST Technological 307 Ethical 308 Legal 309 Environmental 310 International Trade Home learning/independent work Purple book homework 1-3 <i>Printed in Purple Books and published on Class Charts</i> Assessment 1 x key terms test 1 X confidence builder 1 X written assessment	Synoptic Exam Revision and Preparation All subjects and topic areas. Source Business Exam pack C1 – Marks C2 – Marks C3 – Marks	
		Retrieval Starter Booklet HT1	Retrieval Starter Booklet HT2	Retrieval Starter Booklet HT3	Retrieval Starter Booklet HT4	Retrieval Starter Booklet HT5	Retrieval Starter Booklet HT6

British Values				
Democracy	The Rule of Law	Individual Liberty	Mutual Respect	Tolerance
Democracy is developed through class votes, group decision-making and enterprise projects where students choose roles.	The Rule of Law is reinforced by teaching legal structures affecting businesses, such as consumer protection and employment law.	Individual Liberty is promoted by giving students choices in tasks and encouraging entrepreneurial thinking.	Mutual Respect and Tolerance are strengthened through teamwork, studying diverse workplaces, and exploring how businesses serve different communities fairly and ethically.	
Contribution to students social, moral, spiritual, cultural, personal development & wellbeing				
<p>How a Business Department Contributes to Students' Social, Moral, Spiritual, Cultural, Personal Development & Wellbeing</p> <p>Social Development</p> <ul style="list-style-type: none"> • Business lessons require collaboration through group tasks, enterprise projects and presentations, helping students build communication, teamwork and leadership skills. • Students learn how organisations operate within society and the importance of positive workplace relationships. <p>Moral Development</p> <ul style="list-style-type: none"> • Topics such as ethics, corporate social responsibility, sustainability and consumer rights encourage students to consider right and wrong in a business context. • Case studies allow students to debate ethical dilemmas, developing moral reasoning and responsible decision-making. <p>Spiritual Development</p> <ul style="list-style-type: none"> • Students reflect on their own values, aspirations and sense of purpose when learning about entrepreneurship and career pathways. • Lessons encourage curiosity and reflection about the impact businesses have on individuals' lives and communities. <p>Cultural Development</p> <ul style="list-style-type: none"> • Students explore how businesses operate in diverse global markets, promoting understanding of different cultures and perspectives. • Real-world case studies help students appreciate cultural diversity in the workplace and consumer base. <p>Personal Development</p> <ul style="list-style-type: none"> • Business education develops confidence, resilience, financial literacy and problem-solving skills essential for life beyond school. • Opportunities for leadership, enterprise competitions and work-related learning contribute to students' personal growth. <p>Wellbeing</p> <ul style="list-style-type: none"> • Lessons promote healthy attitudes to risk, financial decision-making and work-life balance. • Supportive classroom environments and structured routines help students feel safe, listened to and valued as individuals. • The department encourages a positive mindset, celebrates success and provides guidance on future careers, reducing anxiety about next steps. 				
Careers / Gatsby benchmark links				
Links to careers / jobs	Careers talk (possible contacts)	Career & labour market information	Workplace visit	Encounter with further / higher education
<ul style="list-style-type: none"> • Students use Unifrog's Careers Library to explore job roles directly linked to curriculum content (e.g. 	<ul style="list-style-type: none"> • Unifrog's Employer Encounters and Recorded Talks are used to supplement 	<ul style="list-style-type: none"> • Unifrog provides up-to-date LMI, including: <ul style="list-style-type: none"> ○ Salary ranges 	<ul style="list-style-type: none"> • Prior to a workplace visit, students use Unifrog to: <ul style="list-style-type: none"> ○ Research the industry and job 	<ul style="list-style-type: none"> • Students explore post-16, post-18 and post-school pathways using:

<p>marketing roles, HR, finance, operations).</p> <ul style="list-style-type: none"> • Lessons can direct students to specific career profiles, allowing them to identify: <ul style="list-style-type: none"> ○ Key responsibilities ○ Required skills and qualifications ○ Typical salaries and progression routes • Students record reflections in their Unifrog profile, helping them make explicit links between subject knowledge and real-world careers. <p>Gatsby links:</p> <ul style="list-style-type: none"> • Benchmark 4 – Linking curriculum learning to careers • Benchmark 2 – Career and labour market information 	<p>or replace in-person speakers where needed.</p> <ul style="list-style-type: none"> • Prior to a careers talk, students research the speaker’s sector using Unifrog. • After the talk, students complete a reflection task on Unifrog to evaluate what they learned about the career pathway. <p>Gatsby links:</p> <ul style="list-style-type: none"> • Benchmark 5 – Encounters with employers and employees • Benchmark 4 – Linking curriculum learning to careers 	<ul style="list-style-type: none"> ○ Job demand and growth areas ○ Entry requirements <ul style="list-style-type: none"> • Teachers use Unifrog data to contextualise learning (e.g. why digital marketing skills are increasingly valuable). • Students compare multiple career options using Unifrog’s tools, supporting informed decision-making. <p>Gatsby links:</p> <ul style="list-style-type: none"> • Benchmark 2 – Career and labour market information 	<p>roles they are likely to encounter</p> <ul style="list-style-type: none"> ○ Prepare relevant questions <ul style="list-style-type: none"> • Following the visit, students log the experience on Unifrog, reflecting on: <ul style="list-style-type: none"> ○ Skills observed ○ Roles encountered ○ How the visit links to their subject learning and future aspirations <p>Gatsby links:</p> <ul style="list-style-type: none"> • Benchmark 6 – Experiences of workplaces • Benchmark 4 – Linking curriculum learning to careers 	<ul style="list-style-type: none"> ○ Unifrog’s courses tool (A Levels, apprenticeships, vocational routes, degrees) <ul style="list-style-type: none"> • Lessons signpost students to Unifrog to: <ul style="list-style-type: none"> ○ Compare pathways ○ Understand entry requirements ○ Explore progression from GCSE / A Level Business into FE, HE or apprenticeships • Encounters with colleges, universities or training providers are followed up with reflection activities on Unifrog. <p>Gatsby links:</p> <ul style="list-style-type: none"> • Benchmark 7 – Encounters with further and higher education • Benchmark 8 – Personal guidance (when combined with 1:1 discussions)
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