



GCSE Business

Year 10

Personalised Learning Checklist

Name:

Exam Board	Edexcel
Topic/Module	
Year Group	10

My target grade is	
My predicted grade is	
Group	

Use this checklist before your assessment to focus your work and after to check the effectiveness of your work.

G	I am confident about this topic and I know what I need to do.
A	I am not too sure about this topic. I may need to check with my teacher and spend more time working on this topic.
R	I am not confident I could answer a question on this topic. I need to check with my teacher and ensure I have what I need to do it.

Topic/Unit Focus						
YEAR 10 Topics - 1.1-1.5				R	A	G
1.1 Enterprise & Entrepreneurs						
1.1.1 The dynamic nature of business	I can explain what is meant by the dynamic nature of a business.					
	I can explain why new business ideas come about due to changes in technology					
	I can explain why new business ideas come about due to changes in what consumers want and products becoming obsolete					
	I can explain how new business ideas come about from adapting existing ideas					
	I can explain how new business ideas come about from original ideas.					
1.1.2 Risk and reward	I can explain the impact of risk on business activity such as business failure, financial loss and lack of security.					
	I can explain the impact of reward on business activity such as business success, profit and independence.					
1.1.3 The role of business enterprise	I can explain the purpose of business activity.					
	I can identify the difference between goods and services.					
	I can explain how businesses need to meet customers needs.					
	I can discuss methods a business could use to add value to its products and services.					

	I can explain the importance of branding in creating customer loyalty and increasing market share.			
	I can explain how convenience can add value to products and services.			
	I can discuss the importance of quality and design in adding value.			
	I can explain what can create a USP for a business.			
	I can discuss the role of an entrepreneur including organising resources, making business decisions and taking risks.			
1.2 Spotting a business opportunity				
1.2.1 Customer needs	I can identify customer needs that a business must consider.			
	I can explain how customers will be influenced by price.			
	I can explain how quality is determined by a business's ability to meet customers' expectations.			
	I can explain how a business can offer choice because different customer's have different tastes and needs.			
	I can describe how convenience is an important factor in determining how customers make decisions about what to buy and what services to use.			
	I can analyse the importance to the success of a business to identify and understand their customers needs.			
1.2.2 Market research	I can describe the purpose of market research.			
	I can explain different types of primary research such as questionnaires, focus groups and observations.			
	I can explain different types of secondary research such as internal and external sourced information.			
	I can explain the use of qualitative data in market research.			
	I can explain the use of quantitative data in market research.			
	I can describe the role of social media in collecting market research.			
	I can analyse the importance of the reliability of market research data.			
1.2.3 Market segmentation	I can identify market segments.			
	I can discuss the ways in which a small business could segment its market.			
	I can explain how a market map could be used to identify gaps in the market and competitors.			
1.2.4 The competitive environment	I can explain the importance of understanding the competitive environment to a business.			
	I can describe how a swot analysis could help a small business understand its competitors.			
	I can explain how the impact of competition could affect a business's decision making.			
1.3 Putting the business idea into practice				
1.3.1 Business aims and objectives	I can identify business aims and objectives			
	I can explain what financial aims and objectives are.			
	I can explain what non-financial aims and objectives are.			
	I can analyse why aims and objectives differ between businesses.			
1.3.2 Business	I can explain what revenue is and how to calculate it.			
	I can describe what fixed and variable costs are			

revenues, costs and profits	I can calculate total costs.			
	I can calculate profit and loss.			
	I can explain what interest is and how to calculate it.			
	I can describe what break even is and calculate the break even level of output.			
	I can calculate the margin of safety.			
	I can interpret information from a break even diagram.			
	I can analyse the impact of changes in revenue and costs on the break even output.			
1.3.3 Cash and cash flow	I can explain the importance of cash to a business to pay suppliers, overheads and employees			
	I can describe the importance of cash to a business to prevent business failure and insolvency.			
	I can explain the difference between cash and profit.			
	I can interpret information from a cash flow forecast.			
	I can calculate cash inflows and cash outflows.			
	I can calculate net cash flow and opening and closing balances.			
1.3.4 Sources of business finance	I can describe short term sources of finances such as overdrafts and trade credit.			
	I can describe long term sources of finances such as personal savings, loans, crowdfunding etc.			
1.4 Making the business effective				
1.4.1 The options for start up and small businesses	I can explain concept of limited liability			
	I can describe the difference between limited and unlimited liability			
	I can analyse the implications on the business owners of limited and unlimited liability.			
	I can describe the different kinds of business ownerships for a start up.			
	I can analyse the advantages and disadvantages of different kinds of business ownership.			
	I can explain the option of starting up and running a franchise operation.			
	I can analyse the advantages and disadvantages of franchising.			
1.4.2 Business location	I can describe the factors influencing business location such as proximity to the market, labour, materials and competition.			
	I can explain that the nature of the business activity can influence the business location.			
	I can analyse the impact of the internet on the business location decisions such as ecommerce and fixed premises.			
1.4.3 The marketing mix	I can explain what is meant by the marketing mix.			
	I can describe the importance of each element of the marketing mix.			
	I can explain the importance of balancing the marketing mix based on the competitive environment.			
	I can describe the impact of changing consumer needs on the marketing mix			
	I can analyse the impact of technology on the marketing mix such as ecommerce and digital communication.			

1.4.4 Business plans	I can identify the elements of a business plan.			
	I can describe the role and importance of a business plan.			
	I can analyse the role and importance of a business plan in minimising risk			
	I can evaluate the role and importance of a business plan in obtaining finance.			
1.5 Understanding external influence on businesses				
1.5.1 Business stakeholders	I can identify stakeholders in a business and their aims.			
	I can explain how stakeholders are affected by business activity.			
	I can describe how stakeholders impact on business activity.			
	I can evaluate the possible conflicts between stakeholders.			
1.5.2 Technology and business	I can describe how ecommerce and social media are used by business			
	I can explain how digital communication and payment systems are used by business			
	I can analyse how technology influences business activity in terms of sales and costs.			
	I can analyse how technology influences business activity in terms of the marketing mix.			
1.5.3 Legislation and business	I can explain the purpose of consumer legislation.			
	I can explain the purpose of employment legislation.			
	I can analyse the impact of legislation on a business in terms of costs and consequences of meeting the requirements.			
1.5.4 The economy and business	I can explain the impact of the economic climate on unemployment.			
	I can explain the impact of the economic climate on changing levels of consumer incomes.			
	I can describe the impact of inflation and changing interest rates.			
	I can describe the impact of government taxation and interest rates.			
	I can calculate and explain the impact of changes in exchange rates.			
1.5.5 External influences	I can analyse the importance of responding to changes in technology			
	I can analyse the importance of responding to changes in legislation.			
	I can analyse the importance of responding to changes in the economic climate.			

Therapy (Interventions)
Additional Support / Guidance