



GCSE Business

Year 11



Personalised Learning Checklist

Name:

Exam Board	Edexcel
Topic/Module	
Year Group	11

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 11 Topics - 2.1-2.5			R	A	G
2.1 Growing the business					
2.1.1 Business growth	I can describe methods of internal (organic) growth and their impact.				
	I can describe methods of external (inorganic) growth and their impact.				
	I can explain the types of business ownership for growing businesses.				
	I can describe internal sources of finance for growing and established businesses.				
	I can describe external sources of finance for growing and established businesses.				
2.1.2 Changes in business aims and objectives.	I can explain why business aims and objectives change as businesses evolve.				
	I can describe how business aims and objectives change as businesses evolve.				
2.1.3 Business and globalisation	I can explain why globalisation affects businesses through imports.				
	I can explain why globalisation affects businesses through exports.				
	I can discuss the impact of globalisation on changing business locations.				
	I can describe barriers to international trade such as trading blocs and tariffs.				
	I can explain how using the internet and e-commerce can help a business compete internationally.				
	I can explain why a business may need to adapt its marketing mix to compete internationally.				
2.1.4 Ethics, the environment and business	I can explain how ethical decisions impact on business activity.				
	I can describe the trade-offs between ethics, sustainability and profitability.				
	I can discuss how environmental issues impact business activities.				

	I can describe the trade-offs between the environment and profitability.			
	I can discuss the potential impact of pressure groups on the marketing mix.			
2.2 Making marketing decisions				
2.2.1 Product	I can explain the role of the design mix in developing a product.			
	I can discuss the importance of balancing function, aesthetics and cost.			
	I can describe the phases of the product life cycle.			
	I can explain different extension strategies.			
	I can explain the importance of differentiation in a competitive market.			
	I can describe methods a business can use to differentiate its product.			
2.2.2 Price	I can analyse different pricing strategies.			
	I can explain how technology can influence pricing strategies.			
	I can discuss the impact of competition on pricing strategies.			
	I can describe how market segments can influence pricing strategies.			
	I can discuss the role of the product life cycle on pricing decisions.			
2.2.3 Promotion	I can explain the importance of advertising as a promotional strategy.			
	I can describe how sponsorship can be used as a promotional strategy.			
	I can explain how product trials and special offers increase awareness and interest in a business's products and services.			
	I can discuss the role of branding and publicity as methods of promotion.			
	I can explain how advances in technology impact on how a business promotes itself, for example social media and viral advertising.			
2.2.4 Place	I can describe how retailing is used to distribute products and services to customers.			
	I can discuss the benefits of e-tailing to customers and businesses.			
2.2.5 Using the marketing mix to make business decisions	I can explain how the elements of the marketing mix influence each other.			
	I can discuss the importance of the different elements of the marketing mix.			
	I can explain how an integrated marketing mix can give a business a competitive advantage.			
2.3 Making operational decisions				
2.3.1 Business operations	I can explain the purpose of business operations.			
	I can describe the three main types of production processes - job, batch and flow.			
	I can explain the impact of different production processes on a business.			
	I can discuss how technology can reduce production costs.			
	I can describe the benefits of technology on productivity.			
	I can explain how technology can improve business quality and flexibility.			
	I assess the impact technology can have on production.			

2.3.2 Working with suppliers	I can interpret information from a bar graph stock graph.			
	I can describe just-in-time stock control.			
	I can discuss the benefits of good stock management.			
	I can explain the role of procurement to successful operations management.			
	I can describe the importance of positive relationships with suppliers.			
	I can explain the impact of logistics and supply decisions on a business's costs, reputation and customer satisfaction.			
2.3.3 Managing quality	I can explain what is meant by quality.			
	I can describe the process of quality control.			
	I can discuss the benefits of using quality assurance.			
	I can assess the importance of quality to a business.			
2.3.4 The sales process	I can describe the stages of the sales process.			
	I can discuss the importance to a business of good customer service.			
	I can explain methods a business may use to measure customer service.			
2.4 Making financial decisions.				
2.4.1 Business calculations	I can calculate gross profit.			
	I can calculate net profit.			
	I can calculate and interpret gross and net profit margins.			
	I can calculate and interpret the average rate of return on an investment			
2.4.2 Understanding business performance	I can use and interpret information from graphs and charts.			
	I can describe what is meant by a variable and an infographic.			
	I can use and interpret market data.			
	I can use and interpret financial data.			
	I can analyse the limitations of financial data to understand business performance and make business decisions.			
2.5 Making human resource decisions				
2.5.1 Organisational structures.	I can explain different organisational structures such as flat and hierarchical.			
	I can explain the differences between centralised and decentralised businesses and when they are appropriate for a business.			
	I can describe the importance of effective communication.			
	I can evaluate the impacts of excess communication.			
	I can describe barriers to effective communication.			
	I can explain different ways of working.			
	I can analyse the benefits to a business of different ways of working.			
	I can analyse how technology impacts on different ways of working.			
	I can explain different organisational structures such as flat and hierarchical.			
2.5.2 Effective recruitment	I can explain the different job roles and responsibilities in an organisation.			
	I can explain how businesses recruit people.			
	I can analyse the benefits of internal or external recruitment methods.			

2.5.3 Effective training and development	I can explain how businesses train and develop employees.			
	I can discuss the benefits of formal and informal training.			
	I can describe the role of self-learning.			
	I can describe the importance of ongoing training, target setting and performance reviews.			
	I can discuss the reasons why businesses train and develop employees.			
	I can analyse the link between training, motivation and retention of employees.			
	I can calculate the retention rate.			
	I can describe the importance of retraining to use new technology.			
2.5.4 Motivation	I can describe the importance of motivation in the workplace.			
	I can explain the financial methods businesses use to motivate their employees such as remuneration, bonuses, promotion and fringe benefits.			
	I can explain the non financial methods businesses use to motivate their employees such as job rotation, job enrichment and autonomy.			

Therapy (Interventions)

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Additional Support / Guidance

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