

GCSE BUSINESS: PERSONALISED LEARNING CHECKLIST

	Red	Amber	Green	Revised Tick <input checked="" type="checkbox"/>
Area of Study: Unit 1.1 Spotting a Business Opportunity				
Spotting a business opportunity				
The key terms linked to spotting a business opportunity				
What a supplier, customer, consumer and markets are and could you define them?				
Why businesses exist?				
The difference between a good and a service? Could you give at least 5 examples of each?				
Do you know what 3 aspects are needed for production?				
Aspects to consider when starting up a business				
The different aspects you would need to consider when starting up a business?				
Understanding customer needs				
What customers needs are				
Why it is important that you understand customer needs				
How to find out what customer needs are				
The different types of research and whether they are primary, secondary, qualitative or quantitative?				
Marketing Mapping and Segmentation				
The key terms linked to market mapping and segmentation?				
What a market segment is?				
What price sensitivity is?				
How to use market mapping to ensure the success of your business?				
Competition				
The key terms linked to competition?				
What Brand, Product Range and Brand Image is?				
How a business would analyse their competition?				

I am most confident with the following topic/topics:

I have struggled most with the following topic/topics:

	Red	Amber	Green	Revised Tick <input checked="" type="checkbox"/>
Area of Study: Unit 1.2 Showing Enterprise				
What is Enterprise?				
The key terms linked to enterprise?				
What an entrepreneur is?				
What attributes entrepreneurs might have				
Different enterprise skills and how these skills impact on the entrepreneur's ability and success in running a business?				
The difference between goods and services?				
Creative Thinking				
The key terms linked to creative thinking?				
Different ways of promoting creative thinking?				
The impact that creative thinking has on a business?				
Questions to be asked when starting a business				
The importance of asking questions when starting a business?				
The different questions that could be asked, the reasons for asking them and the impact those questions will have?				
Invention and Innovation				
The key terms linked to invention and innovation?				
How new business ideas are formed?				
The difference between invention and innovation?				
How products/music/brands can be protected?				
Taking a calculated risk				
The key terms linked to taking a calculated risk?				

Why businesses calculate risks?				
How you define a calculated risk?				
The different enterprise skills				
The qualities shown by an entrepreneur				
The difference between a skill and a quality?				
Different qualities that can be shown by an entrepreneur and how they will impact on a business?				
<i>I am most confident with the following topic/topics:</i>				
<i>I have struggled most with the following topic/topics:</i>				
	Red	Amber	Green	Revised Tick <input checked="" type="checkbox"/>
Area of Study: Unit 1.3 Putting Business Ideas into Practice				
Objectives when starting up a business				
The key terms linked to business objectives?				
The difference between financial and non financial objectives?				
At least 4 financial and 4 non financial objectives?				
Estimating costs revenues and profits				
The key terms linked to estimating costs revenues and profits?				
Different costs that a business may have?				
The difference between fixed and variable costs?				
Why predicting costs is important to a business?				
The formula to calculate Total Revenue?				
The formula to calculate Total Costs?				
How to estimate revenue?				
Forecasting cash flow				
The key terms linked to forecasting cash flow?				
The difference between inflow and outflow?				

PERSONALISED LEARNING CHECKLISTS

What affects cash flow?				
What a cash flow forecast is and how it is used within a business?				
How to calculate missing figures in a cash flow forecast using given data?				
The importance of cash to a business?				
Why planning is important for a business?				
The business plan				
The key terms linked to the business plan?				
What a business plan is and its purpose?				
What would be included in a business plan?				
What a business plan would be used for?				
Obtaining Finance				
The key terms linked to business finance?				
Why businesses might need finance?				
The difference between long and short term finance?				
The difference between internal and external finance?				
Different sources of finance? (Loan, retained profits etc.)				
The advantages and disadvantages of different sources of finance?				
<i>I am most confident with the following topic/topics:</i>				
<i>I have struggled most with the following topic/topics:</i>				
	Red	Amber	Green	Revised Tick <input checked="" type="checkbox"/>
Area of Study: Unit 1.4				
Customer Focus				
Why customer are important to a business?				
What a customers' needs are and how you might find this out?				

The Marketing Mix				
What the 4P's are?				
How a business can improve by manipulating the marketing mix?				
Limited Liability				
How to define sole trader, a company, a PLC, unlimited liability and limited liability.				
How each of the above will impact on business and the decisions the business owner will make?				
Start-up Legal and Tax Issues				
Why a business name is important?				
Why a business has to keep accurate records?				
What taxes a small business has to pay?				
Recruiting, training and motivating staff				
The process a business will go through to recruit staff?				
What a job description and a personal specification is and how these are used to find a suitable candidate for a job?				
The laws that affect the way a business will employ staff?				
Why training is important?				
The difference between on the job and off the job training?				
How a business can motivate staff and the impact that this will have on the business?				
<i>I am most confident with the following topic/topics:</i>				
<i>I have struggled most with the following topic/topics:</i>				
	Red	Amber	Green	Revised Tick <input checked="" type="checkbox"/>
Area of Study: Unit 3.2				
Design Research and Development				
The different variables included in the design mix?				
Why scientific research has an impact on the design and development of a product?				

Managing Stock				
The different types of stock?				
The difference between just in case and just in time stock control and what are the advantages and disadvantages.				
Quality				
What quality control and quality assurance is and the benefits and drawbacks of each method?				
How to explain the difference between quality control and quality assurance?				
The quality standards that have to be met when manufacturing a product.				
Cost effective operations and competitiveness				
How to define productivity?				
Use the formulae to calculate productivity?				
Why productivity is important?				
How productivity can be increased?				
Effective Customer Service				
What customer service involves?				
The impact both positive and negative that customer service has on a business?				
Meeting consumer protection laws				
What the purpose of the Trade Descriptions Act is?				
What the purpose of the Sales of Goods legislation is?				
How these acts/legislation impact on a business.				
<i>I am most confident with the following topic/topics:</i>				
 <i>I have struggled most with the following topic/topics:</i>				

	Red	Amber	Green	Revised Tick <input checked="" type="checkbox"/>
Area of Study: Unit 3.3				
How to improve cash flow				
Can I discuss advantages and disadvantages of different methods of improving cash inflows.				
Can I discuss advantages and disadvantages of different methods of improving cash inflows.				
Improving Profit				
How changing business processes can impact on profit.				
How to use mathematical formula to calculate profit and loss for a given scenario.				
Which methods of increasing profit you think will be most effective for a business and be able to justify this				
Break Even Analysis				
How to draw how to draw, label and interpret break-even charts.				
How to calculate the break-even point using a diagram and the contribution method.				
How to calculate the margin of safety.				
How changes to price and costs affect the break-even point.				
The value to a business of using break-even analysis.				
Using the Contribution Method				
The definition of contribution in business studies				
The formulae for the contribution method (both contribution per unit and total contribution)				
How to use the contribution method to analyse price and cost.				
How contribution is used when answering questions about break-even.				
I am most confident with the following topic/topics:				
I have struggled most with the following topic/topics:				
	Red	Amber	Green	Revised

				Tick <input checked="" type="checkbox"/>
Area of Study: Unit 3.4				
Organisational Structure				
All of the key terms linked to organisational structure?				
Why organisational structure is important and how it impacts on a business?				
How businesses communicate using the organisational structure?				
What a span of control is?				
The difference between a centralised and decentralised structures and the advantages and disadvantages of both structures.				
Motivational Theory				
All of the key terms linked to motivational theory?				
Why motivated staff are important to a business and the impact that demotivated staff can have on a business? What methods can be used to motivate staff and what are the advantages and disadvantages of these methods.				
The structure of Maslow's hierarchy of needs and how this links in with motivation within a business?				
When given a scenario can you give an effective method of motivating employees?				
Communication				
All of the key terms linked to communication?				
The process of communication?				
The difference between internal and external communication?				
The difference between informal and formal communication?				
What good communication looks like and how this impacts on a business?				
How poor communication can impact on a business?				
Remuneration				
All of the key terms linked to motivational theory?				
The different types of payment that an employee can receive?				
The different types of payment that suit different job roles and the advantages and disadvantages of each method.				

The difference between temporary and freelance work?				
<i>I am most confident with the following topic/topics:</i>				
<i>I have struggled most with the following topic/topics:</i>				
	Red	Amber	Green	Revised Tick <input checked="" type="checkbox"/>
Area of Study: Unit 3.5				
Business Ethics				
Why ethics is important to a business and the problems linked to a business acting ethically.				
State how ethics impacts on all aspects of a business including its stakeholders.				
How to critically assess and evaluate a case study in relation to the subject of ethics.				
Environmental Issues				
How business activity can impact on the environment.				
The difference between short term and long term environmental effects.				
How a business can try and reduce the negative impact it is having on the environment can make valid suggestions linked to a specific business.				
Economic Issues affecting international trade				
How the income of developed and developing countries is different and could you explain why?				
The impact that Income, wages and trade has on a country.				
The effects that import protection has on the UK. Can I explain the impact of tariffs, quotas and subsidies?				
The Impact of the government on the EU on business				
The financial impact that the EU and government has on business				
The regulations put in place by the government and the EU and how these impact on businesses				

I am most confident with the following topic/topics:

I have struggled most with the following topic/topics:

