

Year 9		<b>Curriculum Checkpoints: What do students know and what can they do?</b>				Further guidance
GCSE Business Term 1		Developing	Securing	Mastering	Excelling	
AF1	Enterprise and Entrepreneur	I have <b>knowledge of</b> : Characteristics, motives, risks and reward of entrepreneurs. Factors of production and sectors of the economy. Functions of a business. The competitive environment. The dynamic nature of business.	I can <b>analyse and apply</b> at least one example to all of the following: Characteristics, motives, risks and reward of entrepreneurs. Factors of production and sectors of the economy. Functions of a business. The competitive environment. The dynamic nature of business.	I can <b>analyse and apply</b> 2 -3 examples to all of the following: Characteristics, motives, risks and reward of entrepreneurs. Factors of production and sectors of the economy. Functions of a business. The competitive environment. The dynamic nature of business.	I can <b>confidently analyse and apply</b> in relation to all of the following: Characteristics, motives, risks and reward of entrepreneurs. Factors of production and sectors of the economy. Functions of a business. The competitive environment. The dynamic nature of business.	
AF2	Business Planning	I have <b>knowledge of</b> : The importance and role of business plans. The different sections of a business plan.	I can <b>analyse and apply</b> at least one example to all of the following: The importance and role of business plans The different sections of a business plan	I can <b>analyse and apply</b> 2 -3 examples to all of the following: The importance and role of business plans for the success of a business. The different sections of a business plan relevant to a business.	I can <b>confidently analyse and apply</b> in relation to all of the following: The importance and role of business plans for the success of a business. The different sections of a business plan relevant to a business.	
AF3	Nature of Goods and Services and Ownership	I have <b>knowledge of</b> : The classification of goods and service. The key characteristics and aims and objectives of the public and private sectors. The main features of sole traders and partnership and what unlimited liability means. The main features of private limited companies and public limited companies and what limited liability means.	I can <b>analyse and apply</b> at least one example to all of the following: The classification of goods and service. The key characteristics and aims and objectives of the public and private sectors. The main features of sole traders and partnership and what unlimited liability means. The main features of private limited companies and public limited companies and what limited liability means.	I can <b>analyse and apply</b> 2 -3 examples to all of the following: The classification of goods and service The key characteristics and aims and objectives of the public and private sectors The main features of sole traders and partnership and what unlimited liability means The main features of private limited companies and public limited companies and what limited liability means	I can <b>confidently analyse and apply</b> in relation to all of the following: The classification of goods and service The key characteristics and aims and objectives of the public and private sectors The main features of sole traders and partnership and what unlimited liability means The main features of private limited companies and public limited companies and what limited liability means	
AF4	Revenue, Costs and Profits	I have <b>knowledge of</b> : The different types of costs The formula for revenue The formula for profit The formula for costs	I can <b>analyse some of</b> : The different types of costs to a case study. The formula to calculate total costs The formula to calculate total revenue The formula to calculate profit	I can <b>analyse and apply all</b> : The different types of costs to a case study. The formula to calculate total costs The formula to calculate total revenue The formula to calculate profit	I can <b>confidently analyse and apply in relation to all of the following</b> : The formula for revenue, profit, costs correctly calculated to a specific case study / examination question.	
GCSE Business Term 2		Developing	Securing	Mastering	Excelling	
AF1	Ownership	I have <b>knowledge of</b> : Sole traders Partnerships Public Limited Companies Private Limited Companies Charities Co Operatives I can provide definitions and a disadvantage / advantage of at least 3 of these	I can <b>analyse and apply</b> at least one example to all of the following: Sole traders. Partnerships. Public Limited Companies. Private Limited Companies. Charities. Co Operatives. I can provide definitions and an advantage & disadvantage of at least 3 of these	I can <b>analyse and apply</b> 2 -3 examples to all of the following: Sole traders. Partnerships. Public Limited Companies. Private Limited Companies. Charities. Co Operatives. I can provide definitions and an advantage & disadvantage of at least 3 of these.	I can <b>confidently analyse and apply</b> in relation to all of the following: Sole traders. Partnerships. Public Limited Companies. Private Limited Companies. Charities. Co Operatives. I can provide definitions and an advantage & disadvantage of at least 3 of these	
AF2	Influences on a business	I have <b>knowledge of</b> : Aims and objectives of public and private sector businesses. Internal and external stakeholders. Location factors.	I can <b>analyse and apply</b> at least one example to all of the following: Aims and objectives of public and private sector businesses. Internal and external stakeholders. Location factors.	I can <b>analyse and apply</b> 2 -3 examples to all of the following: Aims and objectives of public and private sector businesses. Internal and external stakeholders. Location factors.	I can <b>confidently analyse and apply</b> in relation to all of the following: The differences between the aims and objectives of public and private sector businesses. Internal and external stakeholders and how they influence a business. Location factors and the impact they can have on the success of a business.	
AF3	Marketing	I have <b>knowledge of</b> : Methods of market research Methods of market segmentation Methods of promotion	I can <b>analyse and apply</b> at least one example to all of the following: Methods of market research Methods of market segmentation Methods of promotion	I can <b>analyse and apply</b> 2 -3 examples to all of the following: Methods of market research Methods of market segmentation Methods of promotion	I can <b>confidently analyse and apply</b> in relation to all of the following: Methods of market research Methods of market segmentation Methods of promotion	Introduction to Marketing until half term
GCSE Business Term 3		Developing	Securing	Mastering	Excelling	

AF1	Market Research	<p>I can identify examples of:  primary market research.  secondary market research.  offer some advantages and disadvantages of either primary or secondary market research.</p>	<p>I can confidently identify and describe the following:  primary market research  secondary market research  confidently describe advantages and disadvantages of primary and secondary market research</p>	<p>I confidently analyse and apply and am beginning to understand how to evaluate in decisions in relation to all of the following:  primary market research  secondary market research  advantages and disadvantages of a business undertaking primary and Secondary market research</p>	<p>I confidently analyse and apply and am reasonably able to evaluate decisions and justify them in relation to all of the following:  primary market research  secondary market research  advantages and disadvantages of a business undertaking primary and Secondary market research to a specific case study</p>	
AF2	4P's Product & Price	<p>I can identify:  at least 3 Stages of the product life cycle  at least 2 pricing strategies  at least 2 methods of Sales Promotion  at least 2 methods of Advertising mediums</p>	<p>I can confidently identify and apply examples to:  Stages of the product life cycle.  Pricing strategies.  Methods of sales promotion.  Methods of advertising mediums.</p>	<p>I am beginning to analyse and apply appropriate examples of the following relevant to a specific case study:  Stages of the product life cycle  Pricing strategies  Methods of sales promotion  Methods of advertising mediums</p>	<p>I can confidently offer analysis and application of the following relevant to a specific case study:  Stages of the product life cycle  Pricing strategies  Methods of sales promotion  Methods of advertising mediums</p>	
AF3	4P's Promotion & Place	<p>I can identify:  at least 2 methods of sales promotion  at least 2 methods of advertising mediums  at least 1 channel of distribution</p>	<p>I can <b>confidently identify and apply examples to:</b>  Methods of sales promotion  Methods of advertising mediums  Method of distribution channels</p>	<p>I am beginning to analyse and apply appropriate examples of the following relevant to a specific case study:  Methods of sales promotion  Methods of advertising mediums  Methods of distribution</p>	<p>I can confidently offer analysis and application of the following relevant to a specific case study:  Methods of sales promotion  Methods of advertising mediums  Methods of distribution</p>	Marketing project trip to Cadbury World