

Year 10		<b>Curriculum Checkpoints: What do students know and what can they do?</b>			
GCSE Business Term 1		Developing	Securing	Mastering	Excelling
AF1	Impact of Globalisation	I can <b>analyse and apply</b> the differences between: Imports Exports Tariffs and provide a basic definition of the keywords.	I can <b>confidently analyse and apply</b> : The difference between importing and exporting, as well as explain the basic differences between international trade and a multinational corporation.	I can <b>confidently analyse and apply</b> and am beginning to understand how to <b>evaluate</b> decisions in relation to all of the following: The benefits to international trade from the businesses point of view, using a range of key terms and vocabulary. The benefits to being a multinational corporation from the businesses point of view using a range of key terms and vocabulary. Being able to analyse and apply this knowledge to a case study.	I <b>confidently analyse and apply</b> and am <b>reasonably able to evaluate</b> decisions and <b>justify</b> them in relation to all of the following: The benefits and drawbacks to international trade from a business and geographical point of view, as well as the benefits and drawbacks of being a multinational corporation and applying this knowledge to a case study appropriately.
AF2	Market Research	I can identify examples of: primary market research secondary market research some advantages and disadvantages of either primary or secondary market research	I can confidently identify and describe the following: primary market research secondary market research advantages and disadvantages of primary and secondary market research	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	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.
AF3	4P's Product & Price	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	I can <b>confidently identify and apply examples to</b> : Stages of the product life cycle Pricing strategies Methods of sales promotion Methods of advertising mediums	I am <b>beginning to analyse and apply appropriate examples of the following relevant to a specific case study</b> : Stages of the product life cycle Pricing strategies Methods of sales promotion Methods of advertising mediums	I can <b>confidently offer analysis and application of the following relevant to a specific case study</b> : Stages of the product life cycle Pricing strategies Methods of sales promotion Methods of advertising mediums
GCSE Business Term 2		Developing	Securing	Mastering	Excelling
AF1	4P's promotion & Place	I can identify: At least 2 methods of sales promotion At least 2 methods of advertising mediums At least 1 channel of distribution	I can confidently identify and apply examples to: Methods of sales promotion Methods of advertising mediums Method of distribution channels	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	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
AF2	Sales Process	I can identify and offer descriptions of: At least 3 of the 5 Stages of the sales Process	I can confidently identify and describe the following: The 5 stages of the sales Process and describe how a business can use all 5 to influence customer service.	I am starting to analyse and apply how to evaluate the relationship between: The 5 stages of the sales Process and other functional areas within a business.	I can confidently analyse and apply, and understand how to evaluate the relationship between: The 5 stages of the sales Process and other functional areas in relation to a specific case study.
AF3	Introduction to Recruitment	I have <b>knowledge of</b> : The reasons businesses need to recruit - offering at least x2 examples. At least 3 stages in the recruitment process. At least 4 methods of recruitment a business can use. How consumers are protected via laws.	I can <b>confidently identify and apply examples to</b> : The reasons businesses need to recruit - offering multiple examples. Stages in the recruitment process. Methods of recruitment a business can use. How consumers are protected via laws.	I am <b>beginning to analyse and apply appropriate examples of the following relevant to a specific case study</b> : The reasons businesses need to recruit - offering multiple examples. Stages in the recruitment process. Methods of recruitment a business can use. How consumers are protected via laws.	I can <b>confidently offer analysis and application of the following relevant to a specific case study</b> : The reasons businesses need to recruit - offering multiple examples. Stages in the recruitment process. Methods of recruitment a business can use. How consumers are protected via laws.
GCSE Business Term 3		Developing	Securing	Mastering	Excelling

AF1	Recruitment	<p>I confidently analyse and apply and am beginning to understand how to evaluate in decisions in relation to all of the following:</p> <p>The advantages and disadvantages of either : internal or external recruitment methods.</p> <p>The most appropriate recruitment methods</p> <p>Examples of the most suitable employment law.</p>	<p>I confidently analyse and apply and am reasonably able to evaluate decisions in relation to all of the following:</p> <p>The advantages and disadvantages of both internal and external recruitment methods.</p> <p>The most appropriate recruitment methods in a given scenario</p> <p>Examples of the most suitable employment law in a given scenario</p>	<p>I confidently analyse and apply and can confidently evaluate decisions in relation to all of the following:</p> <p>The advantages and disadvantages of both internal and external recruitment methods.</p> <p>The most appropriate recruitment methods in a given scenario</p> <p>Examples of the most suitable employment law in a given scenario</p>	<p>I have demonstrated that I am extremely confident in all key skills of analysis, application and evaluation in relation to all of the following:</p> <p>The advantages and disadvantages of both internal and external recruitment methods.</p> <p>The most appropriate recruitment methods in a given scenario</p> <p>Examples of the most suitable employment law in a given scenario</p>
AF2	Training	<p>I confidently analyse and apply and am beginning to understand how to evaluate in decisions in relation to all of the following:</p> <p>The benefits of effective training</p> <p>The different types of training - on the job and off the job</p> <p>Advantages of either on or off the job</p> <p>disadvantages of either on or off the job</p> <p>Examples of working practices</p> <p>Trade unions</p>	<p>I confidently analyse and apply and am reasonably able to evaluate decisions in relation to all of the following:</p> <p>The benefits of effective training</p> <p>The different types of training - on the job and off the job</p> <p>Advantages of either on or off the job</p> <p>disadvantages of either on or off the job</p> <p>Examples of working practices</p> <p>Trade unions</p>	<p>I confidently analyse and apply and can confidently evaluate decisions in relation to all of the following:</p> <p>The benefits of effective training</p> <p>The different types of training - on the job and off the job</p> <p>Advantages of both on or off the job</p> <p>disadvantages of both on or off the job</p> <p>Examples of working practices</p> <p>Trade unions</p>	<p>I have demonstrated that I am extremely confident in all key skills of analysis, application and evaluation in relation to all of the following:</p> <p>The benefits of effective training</p> <p>The different types of training - on the job and off the job</p> <p>Advantages of both on or off the job</p> <p>disadvantages of both on or off the job</p> <p>Examples of working practices</p> <p>Trade unions</p>
AF3	Motivation	<p>I confidently analyse and apply and am beginning to understand how to evaluate in decisions in relation to all of the following:</p> <p>The benefits of a motivated workforce</p> <p>Methods of motivating - financial and non-financial</p> <p>Appropriate method to use in a case study scenario.</p>	<p>I confidently analyse and apply and am reasonably able to evaluate decisions in relation to all of the following:</p> <p>The benefits of a motivated workforce</p> <p>Methods of motivating - financial and non-financial</p> <p>Appropriate method to use in a case study scenario.</p>	<p>I confidently analyse and apply and can confidently evaluate decisions in relation to all of the following:</p> <p>The benefits of a motivated workforce</p> <p>Methods of motivating - financial and non-financial</p> <p>Appropriate method to use in a case study scenario.</p>	<p>I have demonstrated that I am extremely confident in all key skills of analysis, application and evaluation in relation to all of the following:</p> <p>The benefits of a motivated workforce</p> <p>Methods of motivating - financial and non-financial</p> <p>Appropriate method to use in a case study scenario.</p>
AF4	Organisational structures	<p>I confidently analyse and apply and am beginning to understand how to evaluate in decisions in relation to all of the following:</p> <p>Recognition that all businesses have some form of structure.</p> <p>Characteristics of tall OR flat structures</p> <p>Advantages OR disadvantages of either tall OR flat structures</p>	<p>I confidently analyse and apply and am reasonably able to evaluate decisions in relation to all of the following:</p> <p>Recognition that all businesses have some form of structure.</p> <p>Characteristics of tall OR flat structures</p> <p>Advantages OR disadvantages of either tall OR flat structures</p>	<p>I confidently analyse and apply and can confidently evaluate decisions in relation to all of the following:</p> <p>Recognition that all businesses have some form of structure.</p> <p>Characteristics of tall and flat structures</p> <p>Advantages and disadvantages of either tall and flat structures</p>	<p>I have demonstrated that I am extremely confident in all key skills of analysis, application and evaluation in relation to all of the following:</p> <p>Recognition that all businesses have some form of structure.</p> <p>Characteristics of tall and flat structures</p> <p>Advantages and disadvantages of either tall and flat structures</p>