

Our expected standards are based on the Assessment Objectives used at GCSE:

- **AO1:** Demonstrate knowledge and understanding of business concepts and issues
- **AO2:** Apply knowledge and understanding of business concepts and issues to a variety of contexts
- **AO3:** Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions

You will also be expected to apply a range of mathematical techniques that are appropriate to GCSE Business to a range of business contexts:

Calculations in a business context include:

- Percentages and percentage changes
- Averages
- Costs, revenue and profit
- Gross profit margin and net profit margin ratios
- Average rate of return
- Cash flow forecasts, including total costs, total revenue and net cash flow

Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions including:

- Information from graphs and charts
- Profitability ratios (gross profit margin and net profit margin)
- Financial data, including profit and loss, average rate of return and cash flow forecasts
- Marketing data, including market research data
- Market data, including market share, changes in costs and changes in price

You will be required to demonstrate the assessment objectives and quantitative skills through a variety of assessment techniques. These include multiple choice and short answer questions, as well as successfully interpreting case study/data response stimuli and answering related questions that vary in length from 2 to 12 marks.

Minimum Expected Standards GCSE Business KS4

Inside this booklet you will find a summary of all the knowledge and skills that the academy expects you to master in this subject by the end of KS4.

These are the **minimum standards** that we set for all students. If you achieve this you should be on track to achieve at least a **grade 5/6 in your GCSE** in year 11.

During each half-term you will have regular '**learning checks**' to assess how well you are progressing against the expected standards. If you do not reach the expected standard in any of these checks you should be seeking help from your teacher, asking for study supports and using the materials on TGISpace to help you improve.

If you wish to push yourself further your teacher will also be sharing with you examples of how to go **beyond the expected standards**

**Tudor Grange Academy
Solihull**

Throughout the three year GCSE Business course, you will study a variety of business topics which will allow you to gain a secure knowledge and understanding of the internal functional areas of business, as well as the external influences that impact firms both directly and indirectly.

The topic areas are broken down into six specific units which you will study between years 9 and 11. Specific detail of these units and the corresponding year they will be taught are as follows:

Year 9:

- **3.1 Business in the Real World:** The purpose of business activity, the role of business enterprise and entrepreneurship and the dynamic nature of business. This unit will introduce you to the basic concepts of business such as the different types of businesses that exist, business objectives, stakeholders, business location and business planning.
- **3.4 Human Resources:** The purpose of human resources, its role within business and how this functional area influences business activity. This unit will look specifically at organisational structures, the recruitment and selection of employees, staff motivation and training.

Year 10:

- **3.3 Business Operations:** Key components of business operations, its role within the production of goods and services and how this functional area influences business activity. Specifically this unit will cover key production processes, the role of procurement, the concept of quality and customer services.
- **3.2 Influences on Business:** The importance of external influences on business and how businesses change in response to these influences. Key content that will be covered includes technology, ethical and environmental considerations, the economic climate, globalisation, legislation and the competitive environment.

Year 10/11:

- **Marketing:** The purpose of marketing, its role within business and how marketing influences business activity. Core topic areas of marketing include identifying and understanding customer needs, market segmentation, market research and the marketing mix.

Year 11:

- **3.6 Finance:** The purpose of the finance function, its role within business and how this functional area influences business activity. Key financial concepts that will be covered are sources of finance, cash flow, financial terms and calculations, together with income statements, balance sheets and profitability ratios.

Through the delivery of this content, you will be able to apply your knowledge and understanding to different business contexts ranging from smaller enterprises, operating at a local or national scale, to large, global multinationals. You will understand how these different contexts impact business behaviour. In addition, you will be able to apply your knowledge and understanding of business to decision making that firms undertake including:

- The interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources and how these interdependencies underpin business decision making
- How different business contexts affect business decisions
- The use and limitation of quantitative and qualitative data in making business decisions

The course will require you to draw on your knowledge and understanding of business to:

- Use business terminology to identify and explain business activity
- Apply business concepts to familiar and unfamiliar contexts
- Develop problem solving and decision making skills relevant to business
- Investigate, analyse and evaluate business opportunities and issues
- Make justified decisions using both qualitative and quantitative data including its selection, interpretation and evaluation, and the application of appropriate quantitative skills