



The
Appleton
School

KS4 BUSINESS

Edexcel

THEME 2: BUILDING A BUSINESS

PERSONAL LEARNING CHECKLISTS

2022

Business Theme 2: Building a Business

RAG Rate each section in the first column

Red = Not at all confident – needs major revision focus, Amber = requires more revision until confident. Green = Confident.

Use remaining columns to colour code when you have revised and tested your knowledge and understanding over several weeks.

Key Idea	RAG					
2.1 Enterprise and Entrepreneurship						
I can explain the term internal (organic) growth. (2.1.1)						
I can explain different inorganic methods of growth (2.1.1)						
I can explain the term economics of scale. (2.1.1)						
I can evaluate the different sources of finance for growing an established business. (2.1.1)						
I can recall the benefit of a growing business. (2.1.1)						
I can distinguish the advantages and disadvantages of a business becoming a PLC. (2.1.1)						
I can determine if a source of finance is internal or external. (2.1.1)						
I can state the five main reasons why aims and objectives are no longer appropriate (2.1.2)						
I can recognise the importance's of reacting to market conditions. (2.1.2)						
I can identify a definition of aims and objectives. (2.1.2)						
Analyse the impact of changing aims and objectives. (2.1.2)						
Propose problems that this business may have changing their objective. (2.1.2)						
I can explain what imports and exports are. (2.1.3)						
I can purpose drawbacks of a tariff on imports to a business. (2.1.3)						
I can justify the advantages of a becoming a multinational business. (2.1.3)						
I can evaluate the success of competing internationally through the use of e-commerce and the internet. (2.1.3)						
I can propose changes to a marketing mix when looking to competing internationally. (2.1.3)						
I can define the term ethics. (2.1.4)						
I can debate a balanced argument of the trade-off between ethics and profits. (2.1.4)						
I can discuss the benefit of improving ethical behaviour. (2.1.4)						

I can explain why a business may respond to a pressure group (2.1.4)						
I can draw conclusion on how a business may change elements of the marketing mix due to pressure groups (2.1.4)						
I can list the impacts that businesses have on the environment. (2.1.4)						
2.2 Enterprise and Entrepreneurship						
I can explain the different between a physical and virtual product. (2.2.1)						
I can list the three corner of the design mix triangle (2.2.1)						
I can evaluate how the design mix balance changes depending on improving of an element. (2.2.1)						
I can draw a product life cycle and label the five stages. (2.2.1)						
I understand the importance of adding differentiation to a product and can list benefits. (2.2.1)						
I can describe the term extension strategy with an example. (2.2.1)						
I can determine how businesses price products/services via perceived value of the product (2.2.2)						
I can explain the term sales revenue and volume. (2.2.2)						
I understand the difference between High Volume and High Price Strategies (2.2.2)						
I can state how technology has an impact on a business pricing strategy (2.2.2)						
I can recall the term market segmentation (2.2.2)						
I can list multiple promotion strategies that a company could use. (2.2.3)						
I can explain how technology has evolved promotion methods. (2.2.3)						
I can define the term place. (2.2.4)						
I can propose advantages and disadvantages of E-tailing (2.2.4)						
I can explain how to gain competitive advantage whilst using the marketing mix (2.2.5)						
I can define the term competitive advantage with an example from the marketing mix (2.2.5)						

2.3 Making Operational Decisions

I can explain the term business operations. (2.3.1)						
I can define the terms labour, capital and materials (2.3.1)						
I can explain the advantages of job production (2.3.1)						
I can explain the process of batch production. (2.3.1)						
I understand the benefits and negatives of using flow production. (2.3.1)						
I can explain the impact of technology on production. (2.3.1)						
I can describe the JIT stock control method (2.3.2)						
I can analyse a bar gate stock graph. (2.3.2)						
I understand the roll of procurement (2.3.2)						
I can state how procurement effected businesses standard and (2.3.2)						
I understand the importance of a relationships with suppliers for: quality, delivery (cost, speed, reliability), availability, cost, trust (2.3.2)						
I can define the term logistics (2.3.2)						
I can define fit for purpose (2.3.3)						
I understand the importance of reputation and quality of service. (2.3.3)						
I can explain the process of quality control (2.3.3)						
I can state the steps of quality assurance (2.3.3)						
I can identify the kitemark, CE quality mark and investors in people quality mark and can explain what they mean (2.3.3)						
I can recall the five main steps of the sales process (2.3.4)						
Businesses can gain customers interest through (2.3.4)						
I understand how businesses can give customers speed and efficiency (2.3.4)						
I can state the importance of customer loyalty and its benefits (2.3.4)						
I understand the method of quantitative metric in relation to customer service (2.3.4)						
I can state the qualitative measure used for customers service (2.3.4)						

2.4 Making Financial Decisions

I can define the term gross profit (2.4.1)						
I can recall the calculate for gross profit (2.4.1)						
I can define the term net profit (2.4.1)						
I can state examples of different operation/indirect costs (2.4.1)						
I can calculate profit margins for both net and gross profit (2.4.1)						
I can describe how average annual profit is calculated. (2.4.1)						
I am confident of using graphs to analyse data. (2.4.2)						
I can interpret information on various different graphs (2.4.2)						
I understand different types of data (market, marketing, financial) (2.4.2)						
I can explain the limitations of financial data (2.4.2)						

2.5 Making Human Resource Decisions						
I am able to recall key terms within organisational structure. (2.5.1)						
I can define and explain organisational structure.(2.5.1)						
I can discuss hierarchical, flat, centralised and decentralised structure (2.5.1)						
I can explain the benefits of different organisational structures.(2.5.1)						
I am able to analyse and justify the importance of effective communication and organisational structure. (2.5.1)						
I am able to propose the barriers to effective communication within the business.(2.5.1)						
I can demonstrate an understanding with application to a real business example (2.5.1)						
I can recall the key terms about recruitment. (2.5.2)						
I can explain the different contracts available to an employee (2.5.2)						
I am able to demonstrate an understanding with application to a real business example (2.5.2)						
I can analyse and justify the impact of technology on the ways of working (2.5.2)						
I can propose the different ways that businesses recruit people. (2.5.2)						
I able to evaluate the different recruitment methods (2.5.2)						
I can discuss the different roles and responsibilities in a business (2.5.2)						
I am able to recall methods of training for a business (2.5.3)						
I can explain the methods used to motivate staff (2.5.3)						
To be able to demonstrate an understanding with application to a real business example of effective training and development (2.5.3)						
I can evaluate the importance of providing training to staff (2.5.3)						
I am able to propose problems that may arise with training in a business (2.5.3)						
I can discuss the different ways that a business can train its employees (2.5.3)						
I can define motivation (2.5.4)						
Discuss the importance of motivation on the workforce in a business (2.5.4)						
I can explain the different methods of motivating staff (2.5.4).						
I am able to analyse the advantages and disadvantages of motivating staff (2.5.4)						
I can propose methods of motivation most suitable for different job roles (2.5.4)						
I can evaluate the impact of motivation on cost and productivity(2.5.4)						