



Globalisation



Markets



Human Resources



Marketing



Purpose, ownership, planning, growth



Business strategy



Finance



External influences



Operations



Practical

SKILLS IN A LEVEL BUSINESS

Knowledge

Accurate knowledge of a wide range of key terms, concepts, formulae & models

Awareness of competing arguments for & against a wide range of concepts

Application

Identify key aspects of the case study/context

Select knowledge that is most relevant to the context presented

Integrate data/graphs/tables to analyse a business scenario

Analysis

Explain the impact of a change/action on the business

Use logical & developed chains of reasoning

Evaluation

Examine the alternative argument/perspective showing balance

Make & justify a decision using evidence/in context

Show an awareness of the significance of arguments based on context

CAREERS APPRENTICESHIPS UNIVERSITY

Controlling MNCs
Operating internationally



Globalisation



Supply
Demand



Elasticity



Motivation theory
Leadership
Approaches to staffing



Recruitment selection & training
Organisational design (matrix)



Market strategy
Branding
The market



Business relationships
Objectives
Entrepreneurs



Failure
Change & scenario
Planning
Culture



Quantitative tools
Investment appraisal



PESTLE
SWOT



Theories of strategy
(Ansoff, Porter, distinctive capability)



Types of growth
Corporate objectives



Quality
Capacity utilisation
Stock control



Statement & ratios, sales forecasting
& budgets
Break-evens, calculations & contribution
Sources of finance (crowdfunding,
business angels, venture capital leasing)



Business plans



Evaluation

Analysis

Application

Knowledge

A LEVEL BUSINESS

Globalisation
Technology
Economy
Ethics & environment legislation

Basic financial statement
Break - even charts
Internal & external sources of finance

Job & flow production
JIT/JIC production
Quality assurance, quality control & TQM
Customer service

Market research
4Ps/Marketing mix

Organisational structure
Internal & external recruitment
Motivation (methods)
Training (on the job, off the job, induction)

Business Sectors
Business resources
Location factors
Internal & external methods of growth



Analysis
& Evaluation

Application

Knowledge

GCSE BUSINESS

SKILLS IN GCSE BUSINESS

Knowledge

Accurate knowledge & understanding of selected key terms, concepts & formulae

Awareness of arguments for & against concepts

Application

Use text/data/graphs/tables to interpret a business scenario

Points selected are relevant to the business scenario

Analysis

Explain the impact of a change/action on the business

Evaluation

Make & justify a decision using evidence/in context

Students at SJB study Business and Economics to improve their commercial awareness, enhance their strategic thinking and develop a greater understanding of the global business environment and how to influence it.



Purpose,
ownership,
planning,
growth



Marketing



Finance



Practical



External
influences



Markets



Operations

CAREERS APPRENTICESHIPS UNIVERSITY

Produce personal development plan



Evaluation of recruitment
process & plan



Role-play being interviewee &
interviewer



Understand the recruitment process



Innovation & business success



Supply & demand pricing & output



The environment in which
businesses operate



How businesses are organised



Features of a business
Success factors for a business



Profitability, liquidity &
efficiency ratios
Financial statements



Break-even & cash-flow



Sources of finance



The purpose of accounting



Financial instructions & customer
protection & guidance in the
financial sector



The importance of personal finance



Planning a marketing campaign



Market research & analysis of results



The principles of marketing



Evaluation

Analysis

Knowledge &
Application

BTEC BUSINESS LEVEL 3

Financial documents
Payment methods
Financial statements
Break-even
Sources of finance



Market : Segmentation & targeting
The 4 Ps
Factors influencing marketing
Trust reputation & loyalty



Evaluate & review the presentation for the micro-enterprise idea



Present a plan for the micro-enterprise idea



Choose an idea & produce a plan for a micro-enterprise idea



Understand how the outcomes of situational
analysis may affect businesses



Understand customers' needs & competitive behaviour
through market research



How & why enterprises are successful



Evaluation

Analysis

Knowledge &
Application

BTEC BUSINESS LEVEL 1 / 2

BTEC BUSINESS

Knowledge

Select key terms/concepts/formulae to explain how business concepts relate to a variety of chosen contexts

Use of business models to explore the issues facing different organisations

Analysis

Compare and contrast the experiences of different organisations and analyse how business concepts affect their performance and chances of success

Assess the impact on chosen organisations of changes in the internal and external business environment and how they impact the chances of success

Evaluation

Show commercial awareness to judge the most important business decisions and issues contributing to the success of a chosen business

Reach conclusions that are justified using detailed chains of reasoning and accurate understanding of the context in which the organisation is located

BTEC TECH AWARD LEVEL 1/2

Knowledge

Accurate knowledge and understanding of selected key terms, concepts and formulae

Research and identification of real business examples from chosen contexts

Describe and explain how business concepts relate to chosen context

Analysis

Analyse how business concepts link to the purpose and success of a business

Extended writing which explores concepts in depth and applies them to the chosen context

Justification of ideas using graphs/data/text from the context

Evaluation

Show commercial awareness to judge the most important business decisions and issues contributing to the success of a chosen business

Recommend ways for a business to improve their performance drawing on detailed knowledge and analysis of issues



A LEVEL ECONOMICS

Knowledge

Accurate knowledge of key terms, concepts, theories, formulae and models

Identify how economic agents are affected by economic issues

Application

Identify key aspects of the case study/context

Select knowledge that is most relevant to the context presented

Use data/graphs/tables and quotations to apply knowledge in the context given

Explain the impact of a change/action on the economic agents in the context

Analysis

Use logical and developed chains of reasoning using points most appropriate to the context

Examine the alternative argument/perspective showing balance

Evaluation

Make and justify a decision using evidence/in context

Show an awareness of the significance of arguments based on context

BUSINESS & ECONOMICS CURRICULUM MAP