



GCSE Business	Working towards expected outcomes	Working at expected outcomes	Working beyond expected outcomes
<p>Year 11 Autumn Term - Operations</p>	<p>Your child is not yet making the expected progress within this course.</p> <p>Students working towards expected outcomes in Year 11 can:</p> <ul style="list-style-type: none"> Recall key concepts related to operations e.g. production processes (job, batch, flow), quality, customer service, managing stock, procurement and supply chain. Identify simple examples of operations decisions e.g. A luxury car company using job production to make bespoke vehicles. Describe basic impacts of operational decisions e.g. improving quality could lead to happier customers; running out of stock could cause lost sales. Make simple judgements about operations choices e.g. deciding that better quality is good for the business, without fully considering costs or complexity. 	<p>Your child is achieving the expected progress for this point within the course.</p> <p>Students working at expected in Year 11 can:</p> <ul style="list-style-type: none"> Understand and confidently explain all key knowledge from the Operations unit, including production methods and their suitability and impacts. Importance of managing stock effectively, impact of procurement and supply chain management on efficiency and quality. The importance of quality and methods of achieving it. The role and impact of customer service. Apply this knowledge to a range of real-world businesses e.g. why Apple invests heavily in quality and design in production processes. Analyse the impact of operational decisions on business performance and stakeholders e.g. How using JIT can reduce costs but increases risk of supply chain disruption. Develop balanced arguments e.g.: Whether a business should invest in more automation or keep manual production. Make clear and supported judgements about which operational strategies are most suitable for different types of business. 	<p>Your child is exceeding the expected progress.</p> <p>Students working beyond expected in Year 11 can:</p> <ul style="list-style-type: none"> Demonstrate deep understanding of how operations management links to business objectives, competitive advantage and external influences. Apply operations knowledge consistently to a wide variety of businesses both familiar and unfamiliar e.g. How fast fashion brands like Zara use responsive supply chains and flow production to stay competitive. Analyse operational decisions in detail considering both short-term and long-term effects, trade-offs and risks. E.g. How cost reductions through process improvement can affect quality and brand image. Make nuanced and well-judged conclusions, weighing up multiple factors. Show insight into how operations strategy needs to evolve over time e.g. How sustainability and ethical sourcing are becoming vital in procurement decisions. Show insight into how operations strategy needs to evolve over time e.g. how sustainability and ethical sourcing are becoming vital in procurement decisions.



**Year 11 Spring Term
1 - Marketing**

- Recall basic marketing concepts e.g. identifying customer needs, the purpose of market research, the marketing mix (4Ps: product, price, place, promotion).
- Identify one example of marketing activity e.g. Coca-Cola using TV adverts to promote new products.
- Describe simple impacts of marketing decisions e.g. lowering prices may attract more customers.
- Recognise that different businesses aim to meet different customer needs e.g. a premium brand may focus on quality, not low price.
- Make simple judgements about marketing choices e.g. deciding that a new promotion is good for sales without fully explaining why.

- Understand and confidently explain all key concepts from the marketing unit, including: How businesses identify and understand customer needs. The role of market research and how it informs decision making. How different elements of the marketing mix are used and adapted.
- Apply this knowledge to a real-world business e.g. how Nike uses market research to develop new products.
- Analyse the impact of marketing decisions on business performance and stakeholders e.g. how launching a new product affects revenue, customer loyalty, and brand image.
- Develop balanced arguments about marketing choices e.g. whether to focus on price reductions or improving product features.
- Make clear and supported judgements about which marketing strategies would be most effective in different business contexts.

- Demonstrate deep understanding of how marketing decisions link to wider business objectives and external influences.
- Apply marketing knowledge consistently to a wide range of business contexts e.g. how Apple's marketing mix supports its premium brand positioning.
- Analyse marketing decisions in detail considering both short-term and long-term effects, trade-offs and risks: How a price cut could boost short-term sales but risk damaging long-term brand value.
- Make nuanced and well-judged conclusions weighing up multiple factors such as: customer expectations vs profitability, short-term sales gains vs long-term brand positioning, the impact of competitor actions on marketing strategy.
- Show insight into how marketing strategies may need to evolve e.g. how changing consumer behaviour and digital marketing trends can reshape how businesses promote products.



**Year 11 Spring Term
2 - Finance**

- Recall basic financial terms: revenue, costs, profit, breakeven, cash flow, sources of finance.
- Identify one example of financial activity, e.g. a start-up taking a bank loan.
- Have some ability to take numerical data from knowledge concepts above and work through simple calculations e.g. revenue figures.
- Describe simple impacts of financial decisions, e.g. higher costs reduce profit.
- Recognise why businesses manage finances, e.g. to pay bills and continue trading.
- Make simple judgements about financial decisions, e.g. seeing a loan as a good way to get money without considering risks.

- Explain all key financial concepts: revenue, costs, profit and loss, breakeven, cash flow forecasting, sources of finance.
- Apply knowledge to a real business, e.g. BrewDog using crowdfunding to expand.
- Have confident ability to take numerical data from knowledge concepts above and work through most business calculations e.g. break even or margin of safety calculation.
- Analyse impacts of financial decisions on performance and stakeholders, e.g. raising money through selling shares affects ownership and control.
- Present balanced arguments about financial choices, e.g. whether to use retained profit or a loan.
- Make supported judgements about which financial strategy is most effective for different businesses.

- Show deep understanding of how financial decisions interact with business objectives and external influences.
- Apply financial knowledge to a wide range of business contexts, e.g. how Netflix manages cash flow for global growth.
- Have outstanding ability to take numerical data from knowledge concepts above and work through all business calculations including average rate of return, for example.
- Analyse financial decisions in detail, e.g. trade credit can improve sales but increase cash flow risk.
- Make nuanced and well-judged conclusions, considering cost of finance, ownership control, short vs long term goals, and economic conditions.
- Show insight into how financial management evolves as a business grows or external factors change.