**Business Yr12 Personalised Learning Checklist**

|  |  |  |  |
| --- | --- | --- | --- |
| **Content/Topic:** | **Red** | **Amber** | **Green** |
|  |  |  |  |
|  |  |  |  |
| Create and learn list of key terms |  |  |  |
| Understand the theories and be able to apply them: |  |  |  |
| **What is business?** |  |  |  |
| * Understanding the nature and purpose of business
 |  |  |  |
| * Different business forms
 |  |  |  |
| * Issues in understanding forms of business
 |  |  |  |
| * External factors affecting business
 |  |  |  |
| **Managers, leadership and decision making** |  |  |  |
| * What managers do
 |  |  |  |
| * Managers, leadership and decision making
 |  |  |  |
| * Decision making: Scientific and intuitive
 |  |  |  |
| * Decision trees
 |  |  |  |
| * Opportunity cost and trade-offs
 |  |  |  |
| * Understanding the role and importance of stakeholders
 |  |  |  |
| **Decision-making to improve marketing performance** |  |  |  |
| * Marketing and decision making
 |  |  |  |
| * Marketing and competitiveness
 |  |  |  |
| * Setting marketing objectives
 |  |  |  |
| * Understanding markets
 |  |  |  |
| * Market research
 |  |  |  |
| * Interpreting marketing data
 |  |  |  |
| * Price and income elasticity of demand
 |  |  |  |
| * Market data and analysis
 |  |  |  |
| * Segmentation, targeting and positioning
 |  |  |  |
| * Niche and mass marketing
 |  |  |  |
| * Marketing mix: the 7 Ps
 |  |  |  |
| * Product decisions: product life cycle and product portfolio
 |  |  |  |
| * Pricing decisions
 |  |  |  |
| * Place and promotion decision
 |  |  |  |
| * Integrating the marketing mix
 |  |  |  |
| **Decision making to improve operational performance** |  |  |  |
| * Setting operational objectives
 |  |  |  |
| * Efficiency and labour productivity
 |  |  |  |
| * Lean production
 |  |  |  |
| * Capacity utilisation
 |  |  |  |
| * Technology and operational efficiency
 |  |  |  |
| * Analysing operational performance
 |  |  |  |
| * Improving quality
 |  |  |  |
| * Managing supply chains
 |  |  |  |
| * Managing inventory
 |  |  |  |
| * Decision-making to improve operational performance
 |  |  |  |
| **Decision making to improve financial performance** |  |  |  |
| * Financial objectives
 |  |  |  |
| * Calculating revenue, costs and profit
 |  |  |  |
| * Break-even analysis
 |  |  |  |
| * Cash flow management and forecasting
 |  |  |  |
| * Budgets and budgeting
 |  |  |  |
| * Profit and how to increase it
 |  |  |  |
| * Cash flow versus profit
 |  |  |  |
| * Sources of finance
 |  |  |  |
| * Decision-making to improve financial performance
 |  |  |  |
| **Decision making to improve human resource performance** |  |  |  |
| * Setting human resource objectives
 |  |  |  |
| * Motivation and engagement in theory
 |  |  |  |
| * Motivation and engagement in practice
 |  |  |  |
| * Improving organisational design
 |  |  |  |
| * Managing the human resource flow
 |  |  |  |
| * Improving employer-employee relations
 |  |  |  |
| * Analysing human resource performance
 |  |  |  |
| * Decision making and improved human resource performance
 |  |  |  |
|  |  |  |  |
| Examination answering techniques |  |  |  |
| * Knowledge
 |  |  |  |
| * Analysis
 |  |  |  |
| * Application
 |  |  |  |
| * Evaluation
 |  |  |  |
| Learn all the key models and diagrams |  |  |  |
| Use of connectors |  |  |  |
| Planning and revision for Mocks |  |  |  |
| Response to Mocks |  |  |  |
| * Learning from mistakes
 |  |  |  |
| * Strategy for improvement in the summer
 |  |  |  |
|  |  |  |  |