**Business Yr12 Personalised Learning Checklist**

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| **Content/Topic:** | **Red** | **Amber** | **Green** |
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| 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 |  |  |  |
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