

## Learning Ladder – Y9 Component 1 Exploring Enterprises

<b>Exam Criteria</b>	<b>Learning Aim A</b> – Examine the characteristics of enterprises	<b>Learning Aim B</b> – Explore how market research helps enterprises meet customer needs and understand competitor behaviour	<b>Learning Aim C</b> – Investigate the factors that contribute to the success of an enterprise
<b>Distinction</b>	Assess how successful a selected local enterprise has been in achieving its main purpose.	Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.	Evaluate the most significant internal and external factors currently affecting a selected enterprise.
<b>Merit</b>	Analyse how entrepreneurial characteristics and skills support the purpose of a selected local enterprise.	Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.	Analyse how the internal and external factors determine the success of a selected enterprise.
<b>Level Two Pass</b>	Compare the purpose, activities and aims of two contrasting local enterprises. Describe the entrepreneurial characteristic and skills demonstrated in each selected local enterprise.	Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.	Explain ways in which internal factors are important for business success. Explain ways in which external factors are important for business success.
<b>Level One Merit</b>	Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises. Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise.	Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.	Outline ways in which internal factors are important for business success. Outline ways in which external factors are important for business success.
<b>Level One Pass</b>	Identify the purpose, activities and aims of two contrasting local enterprises.	Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.	Identify some ways in which internal factors are important for business success. Identify some ways in which external factors are important for business success.

	Identify entrepreneurial characteristic and skills demonstrated in each selected local enterprise.		
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## Learning Ladder – Y10 Component 2 Planning for and running an enterprise

Exam Criteria	Learning Aim A – A Explore ideas, plan and pitch for a micro-enterprise activity	Learning Aim B – Operate and review the success of a micro-enterprise activity
<b>Distinction</b>	Produce a comprehensive realistic plan for a micro-enterprise activity, and effectively pitch the idea with considered reasons.	Assess the success of the micro-enterprise with reference to own skills, justifying decisions taken and recommending improvements with considered examples.
<b>Merit</b>	Prepare a detailed, realistic and well-structured plan for a micro-enterprise activity, and pitch this idea coherently with detailed reasons.	Analyse the success of the micro-enterprise, discussing the contribution of own skills and identifying areas for improvement with valid examples.
<b>Level Two Pass</b>	Prepare a realistic plan for a micro-enterprise activity. Pitch the final plan for the selected micro-enterprise, explaining choice of idea with valid reasons.	Contribute to the operation of the planned microenterprise, independently following procedures and pro-actively demonstrating a range of skills. Explain how own use of skills contributed to the success of the micro-enterprise with relevant examples.
<b>Level One Merit</b>	Prepare a realistic outline plan for a micro-enterprise activity. Pitch final outline plan with some valid reasons for choice of idea	Contribute to the operation of the planned microenterprise, following some procedures independently and demonstrating a range of skills. Outline how own use of skills contributed to the success of the micro-enterprise with appropriate examples.
<b>Level One Pass</b>	Prepare an outline plan for a micro-enterprise activity. Briefly pitch the final outline plan with some reasons for choice of idea.	Contribute to the implementation of the planned micro-enterprise, following instructions and demonstrating some skills. Identify how own use of skills contributed to the success of the micro-enterprise with some examples.



## Learning Ladder – Y10 Component 3 Promotion and Finance for Enterprise

Exam Criteria	AO1 Demonstrate knowledge and understanding of elements of promotion and financial records	AO2 Interpret and use promotional and financial information in relation to a given enterprise	AO3 Make connections between different factors influencing a given enterprise	AO4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance
<b>Distinction</b>				
<b>Merit</b>				
<b>Level Two Pass</b>				
<b>Level One Merit</b>				
<b>Level One Pass</b>				

## Learning Ladder – Y11 Unit 1 Enterprise in the Business World

<b>Exam Criteria</b>	<b>Learning Aim A</b> - know how trends and the current business environment may impact on a Business	<b>Learning Aim B</b> - plan an idea for a new business	<b>Learning Aim C</b> - present a business model for a business start-up.
<b>Distinction</b>	Assess the current risks, opportunities and trends in the business environment for a start-up business.	Justify how the initial plan for a business idea has potential for success in relation to existing local businesses.	Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea.
<b>Merit</b>	Explain how changes in the current business environment are likely to impact on a start-up business. Compare how two trends have impacted on a start-up business.	Compare the features, strengths and weaknesses of two successful businesses. Explain how the initial plan for a business idea has the potential to respond to market needs.	Present a realistic business model for a business, explaining how the format and business model will enable it to carry out its activities successfully.
<b>Pass</b>	Outline how the business environment can impact on a start-up business. Explain how current trends will impact on a start-up business.	Describe, using relevant examples, the features of successful businesses. Prepare a realistic initial plan for a business idea suitable for the local area.	Explain the reasons for the choice of format selected for a business start-up. Present a realistic business model for a business start-up.
<b>Level One Pass</b>	Identify factors of the business environment that can impact on a start-up business. Identify current trends that may impact on a start-up business.	Identify the features of successful businesses. Prepare an initial plan for a business idea for the local area.	Outline the choice of format selected for a business start-up. Present, with guidance, a business model for a business start-up.

## Learning Ladder – Y11 Unit 8 Recruitment and Selection

<b>Exam Criteria</b>	<b>Learning Aim A</b> - know about job roles and functional areas in business	<b>Learning Aim B</b> - produce documentation for specific job roles	<b>Learning Aim C</b> - demonstrate interview skills and plan career development
<b>Distinction</b>	Analyse the impact of organisational structure on job roles and functional areas in a selected business, using appropriate examples.	Analyse gaps in knowledge and skills that might require further training or development to match the requirements of a given person specification and job description.	Evaluate the suitability of a realistic career development plan using interview performance feedback and own reflection.
<b>Merit</b>	Compare two job roles and responsibilities from different functional areas in two contrasting businesses.	Produce an appropriate and detailed job description and person specification for a specific job, justifying why the documents will encourage effective recruitment. Justify how current knowledge and skills meet those required in a given person specification and job description.	Demonstrate prior research and preparation when providing appropriate responses to interview questions for a specific job role. Produce a realistic personal career development plan showing independent research and planning.
<b>Pass</b>	Explain the purpose of different functional areas in two contrasting businesses. Describe the responsibilities of two different job roles in two contrasting businesses.	Produce an appropriate and detailed job description and person specification for a specific job. Produce a curriculum vitae, letter of application and completed application form to apply for a suitable job role.	Provide appropriate responses to interview questions for a specific job role. Produce a realistic personal career development plan.
<b>Level One Pass</b>	Describe the purpose of two functional areas in two contrasting businesses.	Produce a job description for a specific job. Produce, with guidance, a curriculum vitae and letter of	Provide some appropriate responses to interview questions for a specific job role.

	Identify the responsibilities of two different job roles in a selected business.	application to apply for a suitable job role.	Produce, with guidance, a personal career development plan.
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