Throughout the training year you are required to take personal responsibility for renewing and updating your subject knowledge, identifying areas for development, setting personal targets and addressing any areas of weakness. This process commences now, before the course starts, and will continue throughout.

RAG Rate your confidence in each area with a grade. **RED (High) Green (Low)** Highlight the statements which you believe require development

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| **Teachers should understand:**  (Marketing & People) | Pre-Interview | Pre- programme | Assessment Point 1 | Assessment Point 2 | Assessment Point 3 | Assessment Point 4 |
| The role & purpose of business in providing goods & services to meet customer needs |  |  |  |  |  |  |
| The concept of adding value & unique selling points |  |  |  |  |  |  |
| The role of an entrepreneur in organising resources and making decisions that involve risk and reward |  |  |  |  |  |  |
| The different forms of market research, types of data and market segmentation |  |  |  |  |  |  |
| How the competitive environment impacts on businesses considering, location, price, quality and customer service |  |  |  |  |  |  |
| Tools that analyse the internal and external environment such as SWOT analysis, PESTLE & Market Mapping |  |  |  |  |  |  |
| The Marketing Mix (4 P’s // 7 P’s) & how the elements work together |  |  |  |  |  |  |
| The different types of business organisations and the concept of limited liability |  |  |  |  |  |  |
| The elements of a business plan and how they are used to reduce risk for start-ups |  |  |  |  |  |  |
| Organisational Structures |  |  |  |  |  |  |
| Recruitment process including training & development |  |  |  |  |  |  |
| Importance of motivation in the workplace |  |  |  |  |  |  |

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| **Teachers should understand:**  (Finance & Operations) | Pre-Interview | Pre- programme | Assessment Point 1 | Assessment Point 2 | Assessment Point 3 | Assessment Point 4 |
| Aims & Objectives, the different types and why they are different for each business |  |  |  |  |  |  |
| Costs, Revenue & Profits- calculation of each and interpretation of the calculations |  |  |  |  |  |  |
| Break Even analysis – formula and diagram |  |  |  |  |  |  |
| Cash flow forecasting- be able to construct and understand individual elements |  |  |  |  |  |  |
| Sources of Finance, internal and external and the features of each |  |  |  |  |  |  |
| External influences- the impact of technology on business |  |  |  |  |  |  |
| The economy and how this can impact individual forms in various ways |  |  |  |  |  |  |
| Globalisation & International Trade |  |  |  |  |  |  |
| Quality control and stock management processes included ‘Kaizen’ & ‘JIT’ |  |  |  |  |  |  |
| Ethics & The Environment |  |  |  |  |  |  |