Business GCSE (9-1)   KS4 Grade Descriptors

AO1	AO2	AO3
Demonstrate knowledge and understanding of business concepts and issues	**Apply knowledge and understanding of business concepts and issues to a variety of contexts**	**Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions**
35%	**35%**	**30%**

New grade 1-9	Assessment Criteria
1	• **Students should have limited knowledge of key basic business concepts and issues.** • **Should be able to demonstrate limited knowledge of finance and describe key terms such as Revenue, fixed and total costs of a business.**
2	• **Students should demonstrate knowledge of key basic business concepts and issues and apply this to a variety of contexts.** • **They should be able to identify the key words in a question and adapt these within an answer.** • **They should be able to calculate revenue, fixed and total cost of a business as well as the break – even output.**
3	• **Students should demonstrate knowledge of basic business concepts and issues and apply this to a variety of contexts.** • **They should be able to identify the key words in a question and adapt these within an answer.** • **In addition they should be able to use a case study scenario and to a limited extent apply their answer to that particular scenario.** • **They should be able to calculate revenue, fixed, total cost and profits of a business as well as the break – even output.** • **To a limited extent they should be able to interpret the break even output on a graph.**
4	• **Students should demonstrate sound knowledge of business concepts and issues and apply this to a variety of contexts.** • **They should be able to identify key words in a question and adapt these within an answer.** • **In addition, they should be able to use a case study scenario and to a reasonable extent, apply their answer to that particular scenario.** • **They should be able to calculate revenue, fixed total cost and profits of a business as well as the break – even output.** • **They should be able to interpret the break even output on a graph and in addition identify areas of profit and loss.** • **They should be able to calculate both gross and net profit margins.**
5	• **Students should demonstrate sound knowledge of business concepts and issues and apply this to a variety of contexts.** • **They should be able to identify the key words in a question and adapt these within an answer.**

	- In addition, they should be able to use a case study scenario and to a good extent, apply their answer to that particular scenario. - Students should be able to demonstrate limited analysis of higher marked questions (i.e. 9 marks). - They should be able to calculate revenue, fixed total cost and profits of a business as well as the break – even output. - They should be able to interpret the break even output on a graph and in addition identify areas of profit and loss. - They should be able to calculate both gross and net profit margins.
6	- Students should demonstrate sound knowledge of business concepts and issues and apply this to a variety of contexts. - They should be able to identify the key words in a question and adapt these within an answer. - In addition, they should be able to use a case study scenario and to a good extent, apply their answer to that particular scenario. - Students should be able to demonstrate sound analysis of higher marked questions (i.e. 9 marks). - They should be able to calculate revenue, fixed total cost and profits of a business as well as the break – even output. - They should be able to interpret the break even output on a graph and in addition identify areas of profit and loss as well as use the graph to calculate profit/loss at various levels of output. - They should be able to calculate both gross and net profit margins and provide some limited analysis of the results in terms of profitability and liquidity.
7	- Students should demonstrate in-depth knowledge of business concepts and issues and apply this to a variety of contexts. - They should be able to identify the key words in a question and adapt these within an answer. - In addition, they should be able to use a case study scenario and to a detailed extent, apply their answer to that particular scenario. - Students should be able to demonstrate good analysis of higher marked questions (i.e. 9 marks). - They should be able to discuss and evaluate both sides of an argument. - They should be able to calculate revenue, fixed total cost and profits of a business as well as the break – even output. - They should be able to interpret the break even output on a graph and in addition identify areas of profit and loss as well as use the graph to calculate profit/loss at various levels of output. - They should be able to calculate both gross and net profit margins and provide some detailed analysis of the results in terms of profitability and liquidity. - They should be able to analyse financial data to interpret what the results mean for a given business.
8	- Students should demonstrate in-depth knowledge of business concepts and issues and apply this to a variety of contexts.

	- They should be able to identify the key words in a question and adapt these within an answer. In addition they should be able to use a case study scenario and to a detailed extent and apply their answer to that particular scenario. Students should be able to demonstrate good analysis of higher marked questions (i.e. 9 marks). - They should be able to discuss with some support and evaluate both sides of an argument and in addition compare alternatives and come to a supported judgement. - They should be able to calculate revenue, fixed total cost and profits of a business as well as the break – even output. - They should be able to interpret the break even output on a graph and in addition identify areas of profit and loss as well as use the graph to calculate profit/loss at various levels of output. - They should be able to calculate both gross and net profit margins and provide some detailed analysis of the results in terms of profitability and liquidity. - In addition they should be able analyse financial data and provide an evaluation based on both quantitative and qualitative evidence.
9	- Students should demonstrate an outstanding knowledge of business concepts and issues and apply this to a variety of contexts. - They should be able to identify the key words in a question and adapt these within an answer. - In addition they should be able to use a case study scenario and to a detailed extent and apply their answer to that particular scenario enriching their answer to show demonstrate knowledge outside the remit of the syllabus. - Students should be able to demonstrate excellent analysis of higher marked questions (i.e. 9 marks). - They should be able to discuss with detail and create a justified evaluation that focuses on both sides of an argument and in addition compare alternatives. - They should be able to calculate revenue, fixed total cost and profits of a business as well as the break – even output. - They should be able to interpret the break even output on a graph and in addition identify areas of profit and loss as well as use the graph to calculate profit/loss at various levels of output. - They should be able to calculate both gross and net profit margins and provide some detailed analysis of the results in terms of profitability and liquidity. - In addition they should be able analyse financial data and provide an evaluation based on both quantitative and qualitative evidence. - Students should make recommendations based not only on the question and evidence from within the given scenario, but based on further reading outside the remit of the syllabus.