





GCSE: ASK Yourself!

Subject: Business

Unit: The business environment and business ethics

| | Launching 1-2 | Developing 3-4 | Progressing 5-6 | Mastering 7-9 |
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|  S skills |  | | | |
| Literacy | I need to increase my awareness and use of literacy techniques. | With support I am becoming aware of literacy techniques that would support my learning. | I regularly use literacy techniques to underpin my learning. | I successfully use literacy techniques to underpin and further my learning. |
|  K knowledge |  | | | |
| Ethics | I need to know what ethics is and what ethical behaviour would be for McDonalds. | I know what ethics is and what ethical behaviour would be for McDonalds. | I confidently now know what ethics is and what ethical behaviour would be for McDonalds. | I understand and can evaluate what ethical behaviour would be for McDonalds. |
| CSR - Corporate and Social Responsibility | I need to know what CSR is and the importance of this to McDonalds. | I know what CSR is and the importance of this to McDonalds. | I confidently explain what CSR is and the importance of this to McDonalds. | I understand and can evaluate the importance of CSR to McDonalds. |
| Business plan | I need to know what a business plan is and write one using the market research and town map. | I know what a business plan is and have written one using the market research and town map. | I have good knowledge of a business plan and have written a detailed one using the market research and town map. | I have excellent knowledge of a business plan and have written a very detailed one using the market research and town map. |
| The business environment | I need to know what the business environment is and how it affects McDonalds | I know what the business environment is and how it affects McDonalds | I confidently know what the business environment is and understand how it affects McDonalds | I fully understand and can evaluate how the business environment affects McDonald's business. |