

**Subject Knowledge Audit:**

**Business Studies**

The Audit requires you to reflect upon your own personal strengths knowledge and skills of using the range and content then on your experience of enabling pupils to grasp these key elements. You will be asked to self-assess your knowledge & skills and experience using the following grading:

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| 1 = Significant area of strength | 2 = A firm grasp of this aspect | 3 = A developing understanding | 4 = Limited grasp of this area |

In the comments section please give a brief justification of why you have graded yourself as you have.

At the end of each term (RP 1, 2 and 4) discuss with your subject mentor the development of your subject knowledge and pedagogy and re-grade and add additional justification.

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| Name: | Route: |
| Host school: | Complementary school: |

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|  | **Key Stage 4 Range and Content** | **Personal knowledge and skills** | | **Experience of developing pupil knowledge and skills** | |
| **1-4** | **Justification** | **1-4** | **Justification** |
| **Business in the Real world** | Business function/ types and aims and objectives & locations |  |  |  |  |
| Business Ownership & Stakeholders |  |  |  |  |
| Business planning, financial and expansion |  |  |  |  |
| Influences on business, technological, ethical, environmental, economic climate, globalisation, legalisation |  |  |  |  |
| Business operations, production, procurement, quality, customer service |  |  |  |  |
| **Human resources** | Organisational structures |  |  |  |  |
| Recruitment and selection |  |  |  |  |
| Motivating employees |  |  |  |  |
| training |  |  |  |  |

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|  | **Key Stage 4 Range and Content** | **Personal knowledge and skills** | | **Experience of developing pupil knowledge and skills** | |
|  |  | **1-4** | **Justification** | **1-4** | **Justification** |
| **Marketing** | Identifying and understanding customers |  |  |  |  |
| Segmentation |  |  |  |  |
| Market research |  |  |  |  |
| Market mix (4Ps) |  |  |  |  |
| **Finance** | Sources of finance |  |  |  |  |
| Cash flow |  |  |  |  |
| Terms and calculations |  |  |  |  |
| Analysis of financial performance |  |  |  |  |

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|  | **Key Stage 5 Range and Content** | **Personal knowledge and skills** | | **Experience of developing pupil knowledge and skills** | |
| **1-4** | **Justification** | **1-4** | **Justification** |
| **What is business** | Nature purpose and forms of business |  |  |  |  |
| Mangers, leaders and decision making |  |  |  |  |
| Role and importance of stakeholders |  |  |  |  |
| Social influence processes in social change |  |  |  |  |
| **Decision making marketing performance** | how developments in technology are affecting marketing decision making and activities |  |  |  |  |
| ethical and environmental influences on marketing decisions |  |  |  |  |
| market conditions and competition |  |  |  |  |
| how marketing decisions help improve competitiveness |  |  |  |  |
| the interrelationship between marketing decisions and other functions. |  |  |  |  |
| Making marketing decisions: using the marketing mix (7ps) |  |  |  |  |
| Decision making to improve operational performance | how developments in technology are affecting decision making and activities in operations |  |  |  |  |
| ethical and environmental influences on operations decisions |  |  |  |  |
| increasing efficiency and productivity |  |  |  |  |
| improving quality |  |  |  |  |
| managing inventory and supply chains |  |  |  |  |
| Decision making to improve financial performance | how developments in technology are affecting financial decision making and activities (eg crowd funding) |  |  |  |  |
| Analysing financial performance and setting objectives |  |  |  |  |
| sources of finance |  |  |  |  |
| improving cash flow and profits |  |  |  |  |
| the interrelationship between financial decisions and other functions. |  |  |  |  |

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|  | **Key Stage 5 Range and Content** | **Personal knowledge and Skills** | | **Experience of developing Pupil knowledge and skills** | |
| **1-4** | **Justification** | **1-4** | **Justification** |

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| Decision making to improve human resource performance | Analysing human resources performance and setting objectives |  |  |  |  |
| improving organisational design and managing the human resource flow |  |  |  |  |
| improving motivation and engagement |  |  |  |  |
| improving employer-employee relations |  |  |  |  |
| strategic position of a business | Mission, corporate objectives and strategy |  |  |  |  |
| Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis |  |  |  |  |
| Analysing the existing internal position of a business to assess strengths and weaknesses: Overall performance |  |  |  |  |
| political and legal change |  |  |  |  |
| economic change |  |  |  |  |
| social and technological |  |  |  |  |
| the competitive environment |  |  |  |  |
| investment appraisal |  |  |  |  |
| Strategic direction and positioning |  |  |  |  |
| Strategic methods: how to pursue strategies | Assessing a change in scale |  |  |  |  |
| Assessing innovation |  |  |  |  |
| Assessing internationalisation |  |  |  |  |
| Assessing greater use of digital technology |  |  |  |  |
| Managing strategic change | Managing change |  |  |  |  |
| Managing organisational culture |  |  |  |  |
| Managing strategic implementation |  |  |  |  |
| Problems with strategy and why strategies fail |  |  |  |  |