## GCSE: ASK Yourself!

## Subject: Business Unit: The business environment and business ethics

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