

PROGRESS IN BUSINESS, YEARS 12-13

Grade	AO1 – Knowledge Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues. (20-22%)	AO2 – Application/ context Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues. (22-24%)	AO3 – Analysis Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences. (28-30%)	AO4 – Evaluation Evaluate qualitative and quantitative evidence to make informed judgements and purpose evidence based solutions to business issues (26-28%)
A*	Well-developed accurate knowledge and understanding supported by use of relevant and effective use of the business behaviour/context	All relevant points made are written fully in context with well-developed strands of evidence which respond to business conditions.	Comprehensive analysis, Fully developed and thorough analysis is present throughout Context is present and relevant. A full awareness of the validity and significant competing arguments are well developed balanced points provided	A full developed conclusion written in context is present, which provides judgements and a solution and recommendation –. A one sided conclusion is present to support candidates reasons.
A	Detailed accurate and thorough knowledge and understanding supported by use of relevant and effective use of the business behaviour/context	All relevant points made are written in context with understanding of business conditions	Well developed and throughout logical chains of reasoning are provided, Range of causes, impacts, effects are given. Arguments are fully developed Written in context Quantitative and qualitative information is present and used to support judgements Balanced points given	A developed conclusion is present; some context is evident, which provides judgements and a solution and recommendation made. A one sided conclusion is present to support candidates reasons.
B	Clear accurate knowledge and understanding supported by use of relevant and effective use of the business behaviour/context	Most points made are written in context – respond to business conditions	Developed chains of reasoning are provided Range of cause(s), impact(s), effect(s) are given, but limited. Arguments are developed and awareness of the situation is present Written in context Quantitate and qualitative information is present and used to support judgements Balanced points provided	A judgment is given, with the awareness of the situation. An indication of a solution or a recommendation is seen.

C	Accurate and thorough knowledge and understating of the key term is present	Issues are addressed and answers have context which link to the business operations	Arguments are clear. Chain of reasoning is present and some balance provided, but it is not fully developed, some context present	Clear links to evaluation are seen, leading to judgements but lacking real depth and supported reasons.
D	Elements of knowledge and understanding which are applied to the key term	Some issues are related in context, but not well developed	Arguments and chains of reasoning are present, but weak connections are seen, lacking depth, justification and reasoning, lacking context One sided points provided, no balance seen.	Evaluation comments with limited explanations. Evidence of evaluation of alternative approached which is generic or unbalanced leading to limited judgements Limited context
E	Isolated elements of knowledge and understand	Some context is present, but focus is on small elements	Arguments are attempted, but are generic and fail to connect a cause or impact or outcomes to the business. One sided points are made.	Some attempts at evaluation - but no real explanations or reasoning given No context

