

Learning Ladder – Component 1 Exploring Enterprises

Exam Criteria	Learning Aim A – Examine the characteristics of enterprises	Learning Aim B – Explore how market research helps enterprises meet customer needs and understand competitor behaviour	Learning Aim C – Investigate the factors that contribute to the success of an enterprise
Distinction	Assess how successful a selected local enterprise has been in achieving its main purpose.	Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.	Evaluate the most significant internal and external factors currently affecting a selected enterprise.
Merit	Analyse how entrepreneurial characteristics and skills support the purpose of a selected local enterprise.	Discuss how market research methods are designed to meet customer needs and understand competitor behaviour in two selected enterprises.	Analyse how the internal and external factors determine the success of a selected enterprise.
Level Two Pass	Compare the purpose, activities and aims of two contrasting local enterprises. Describe the entrepreneurial characteristic and skills demonstrated in each selected local enterprise.	Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour.	Explain ways in which internal factors are important for business success. Explain ways in which external factors are important for business success.
Level One Merit	Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises. Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise.	Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.	Outline ways in which internal factors are important for business success. Outline ways in which external factors are important for business success.

Level One Pass	Identify the purpose, activities and aims of two contrasting local enterprises. Identify entrepreneurial characteristic and skills demonstrated in each selected local enterprise.	Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour.	Identify some ways in which internal factors are important for business success. Identify some ways in which external factors are important for business success.
-----------------------	---	---	--

Learning Ladder – Component 2 Planning for and running an enterprise

Exam Criteria	Learning Aim A – A Explore ideas, plan and pitch for a micro-enterprise activity	Learning Aim B – Operate and review the success of a micro-enterprise activity
Distinction	Produce a comprehensive realistic plan for a micro-enterprise activity, and effectively pitch the idea with considered reasons.	Assess the success of the micro-enterprise with reference to own skills, justifying decisions taken and recommending improvements with considered examples.
Merit	Prepare a detailed, realistic and well-structured plan for a micro-enterprise activity, and pitch this idea coherently with detailed reasons.	Analyse the success of the micro-enterprise, discussing the contribution of own skills and identifying areas for improvement with valid examples.
Level Two Pass	Prepare a realistic plan for a micro-enterprise activity. Pitch the final plan for the selected micro-enterprise, explaining choice of idea with valid reasons.	Contribute to the operation of the planned microenterprise, independently following procedures and pro-actively demonstrating a range of skills. Explain how own use of skills contributed to the success of the micro-enterprise with relevant examples.

Level One Merit	Prepare a realistic outline plan for a micro-enterprise activity. Pitch final outline plan with some valid reasons for choice of idea	Contribute to the operation of the planned microenterprise, following some procedures independently and demonstrating a range of skills. Outline how own use of skills contributed to the success of the micro-enterprise with appropriate examples.
Level One Pass	Prepare an outline plan for a micro-enterprise activity. Briefly pitch the final outline plan with some reasons for choice of idea.	Contribute to the implementation of the planned micro-enterprise, following instructions and demonstrating some skills. Identify how own use of skills contributed to the success of the micro-enterprise with some examples.

Learning Ladder – Unit 8 Recruitment and Selection

Exam Criteria	Learning Aim A - know about job roles and functional areas in business	Learning Aim B - produce documentation for specific job roles	Learning Aim C - demonstrate interview skills and plan career development
Distinction	Analyse the impact of organisational structure on job roles and functional areas in a selected business, using appropriate examples.	Analyse gaps in knowledge and skills that might require further training or development to match the requirements of a given person specification and job description.	Evaluate the suitability of a realistic career development plan using interview performance feedback and own reflection.

Merit	Compare two job roles and responsibilities from different functional areas in two contrasting businesses.	Produce an appropriate and detailed job description and person specification for a specific job, justifying why the documents will encourage effective recruitment. Justify how current knowledge and skills meet those required in a given person specification and job description.	Demonstrate prior research and preparation when providing appropriate responses to interview questions for a specific job role. Produce a realistic personal career development plan showing independent research and planning.
Pass	Explain the purpose of different functional areas in two contrasting businesses. Describe the responsibilities of two different job roles in two contrasting businesses.	Produce an appropriate and detailed job description and person specification for a specific job. Produce a curriculum vitae, letter of application and completed application form to apply for a suitable job role.	Provide appropriate responses to interview questions for a specific job role. Produce a realistic personal career development plan.