

## GCSE Business: Learner Profiles

The following grade descriptions are provided to give a general indication of the standards of achievement required by candidates to be awarded particular grades. For each grade descriptor candidates will be able to:

Grade	Description
A*	<p>Consistently demonstrate relevant, accurate and thorough knowledge and understanding of a wide range of business concepts and issues.</p> <p>Apply detailed knowledge and critical understanding to select the most relevant information from a range of quantitative and qualitative data to explore a wide range of business concepts and issues in numerous business contexts, using the most appropriate subject specific terminology.</p> <p>Critically analyse and evaluate quantitative and qualitative data effectively with a high degree of accuracy. Present balanced arguments whilst analysing problems and issues to make informed and reasoned judgements to present well-reasoned and substantiated conclusions.</p> <p>Use a wide range of relevant quantitative skills.</p>
A	<p>Demonstrate relevant and thorough knowledge and understanding of a range of business concepts and issues.</p> <p>Apply knowledge and critical understanding to select relevant information from a range of quantitative and qualitative data to explore a range of business concepts and issues in a range of business contexts, using a range of subject specific terminology.</p> <p>Critically analyse and evaluate quantitative and qualitative data effectively with a high degree of accuracy to analyse problems and issues to make informed and reasoned judgements to present reasoned and substantiated conclusions.</p> <p>Use a range of relevant quantitative skills.</p>
B	<p>Demonstrate relevant and accurate knowledge and understanding of a range of business concepts and issues.</p> <p>Apply knowledge and some critical understanding to select relevant information from a range of quantitative and qualitative data to explore a range</p>

	<p>of business concepts and issues in a range of business contexts, using a range of subject specific terminology.</p> <p>Critically analyse and evaluate quantitative and qualitative data with a degree of accuracy to analyse problems and issues to make informed and reasoned judgements to present reasoned conclusions that are supported by evidence.</p> <p>Use a range of relevant quantitative skills.</p>
C	<p>Demonstrate mostly accurate and appropriate knowledge and understanding of a range of business concepts and issues.</p> <p>Apply knowledge and understanding to select information from a range of quantitative and qualitative data to explore a range of business concepts and issues in different business contexts, using appropriate subject specific terminology.</p> <p>Analyse and evaluate quantitative and qualitative data to analyse problems and issues with some accuracy to make reasoned judgements to present conclusions that are supported by evidence.</p> <p>Use relevant quantitative skills.</p>
D	<p>Demonstrates some accurate and appropriate knowledge and understanding of a narrow range of business concepts and issues.</p> <p>Apply knowledge and understanding to select information from a narrow range of quantitative and qualitative data to explore a range of business concepts and issues in different business contexts, using some appropriate subject specific terminology.</p> <p>Analyse and evaluate quantitative and qualitative data to analyse problems and issues to make reasoned judgements to present conclusions that are supported by evidence.</p> <p>Use some relevant quantitative skills.</p>
E	<p>Demonstrate limited knowledge and understanding of a limited range of business concepts and issues.</p> <p>Apply limited knowledge and understanding to select information from a limited range of quantitative or qualitative data to explore a limited range of business concepts and issues in limited contexts, using everyday language.</p>

	<p>Analyse and evaluate quantitative and qualitative data to attempt to analyse problems and issues to make judgements to present simple conclusions that are sometimes supported by evidence.</p> <p>Limited use of quantitative skills.</p>
F	<p>Demonstrate limited knowledge and/or understanding of a limited range of business concepts and issues.</p> <p>Apply limited knowledge and/or understanding to select information from a limited range of sources to explore a limited range of business concepts and issues in limited contexts, using everyday language.</p> <p>Some limited analysis and evaluation of data to attempt to analyse problems and issues to make simple judgements and conclusions that are unsupported.</p> <p>Limited use of quantitative skills.</p>
G	<p>Demonstrate some basic knowledge and/or understanding of a very limited range of business concepts or issues.</p> <p>Attempt to apply basic knowledge and/or understanding to select some data to explore a very limited range of business concepts or issues, using simplistic language.</p> <p>Simplistic analysis and evaluation of some quantitative or qualitative data to briefly attempt to analyse problems and issues to make limited superficial judgements that are unsupported.</p> <p>Limited use of some simple quantitative skills.</p>
U	<p>Demonstrates very little or no knowledge and/or understanding of an extremely limited range of business concepts or issues.</p> <p>Very little or no attempt to apply basic knowledge and/or understanding to data in case studies in order to explore a very limited range of business concepts or issues, using extremely simplistic language.</p> <p>Extremely simplistic or no analysis and evaluation of any quantitative or qualitative data. May briefly attempt to analyse problems and issues but makes limited or no judgements that are always unsupported.</p> <p>Use of some simple or no quantitative skills.</p>

