




Business GCSE 1.1 Enterprise and Entrepreneurship		Road Map		
In this unit you will investigate business calculations and business performance LG1: Knowledge LG2: Application LG3: Skills	Assessment Grades			
Themes	Learning Goals/Outcomes/Content			
Intro What is business?	LG1: Know that organisations can provide products and services at a profit, free, at cost or below cost LG1: Define the term public sector and private sector LG1: Explain the term profit LG2: Give examples of organisations in the public and private sector LG2: Use a range of key terms to describe own business idea			
1.1.1: The dynamic nature of business	LG 1: Know why ideas come about LG1: Know how business ideas come about: LG2: Explain how and why a business idea came about for a given business (Sponfed, Fit Star) LG3: Analyse reasons for a business start up LG3: Evaluate reasons for a business start up			
1.1.3: The role and of business enterprise and the purpose of business activity	LG1: Know reasons why business exist: <ul style="list-style-type: none"> To produce goods or services To meet customer needs To add value: convenience, branding, quality, design, unique selling points LG2: To describe with example the role of business enterprise and purpose of business activity LG3: To analyse the need for business to meet customer needs and add value			
1.1.2: Risk and reward The impact of risk and reward on business activity:	LG1: Know that all entrepreneurs face risks and rewards LG1: Know risks that business face: business failure, financial loss, lack of security LG1: Know rewards of business: business success, profit, independence LG2: Identify and explain risks and rewards for a given business (Red Bull) LG3: Analyse the importance of taking risk for an entrepreneur LG3: Evaluate the level of risk taken by a business			
1.1.3 The role of business enterprise and entrepreneurs	LG1: Know that an entrepreneur organises resources, makes business decisions and takes risks LG1: Know that entrepreneur will have a range of characteristics and skills LG2: Explain the characteristics and skills for a given entrepreneur (Josh, Calypso Rose) LG2: Compare the skills and characteristics of two entrepreneurs LG3: Analyse and evaluate the importance of the skills and characteristics for an entrepreneur			

Links:

Prior Knowledge: This is your first unit of Business studies and whilst you have never studied business before you will have knowledge of businesses that you buy goods and services from or have interaction with. For example going to the cinema, coming to school.

Future knowledge:

LG1: Knowledge of how and why business comes about, profit and added value is built on in unit 1.2 where you will consider the use of market research and marketing mapping to assess levels of risks. Concept of profit is further developed in unit 1.3 (small business) and again 2.4 (business calculations). Knowledge of public and private sector is developed in unit 1.5
LG2: Throughout the course you will need to apply knowledge to given cases and it is important in this unit to start that process.

LG3: Development of analysis and evaluation is vital for making business judgements throughout the course and in this unit we begin to develop these skills.