




Business GCSE Unit 1.5 : Understanding external influences on business	Road Map					
In this unit you will investigate the influences on a business which come from the external environment (outside the business) <b>LG1:</b> Knowledge <b>LG2:</b> Application <b>LG3:</b> Skills	Assessment Grades					
Themes	Learning Goals/Outcomes/Content					
<b>1.5.1 Business stakeholders</b>	LG1: Identify and describe the stakeholders of a business LG2: Apply interests of stakeholders to case study businesses LG3: Explain and analyse the effect of business activity on stakeholders LG3: Explain and analyse the impact of stakeholders on business activity LG3: Explain (and evaluate) the possible conflicts that exist between stakeholder groups					
<b>1.5.2 Technology and business</b>	LG1: To know the different types of technology used by business LG2: To apply benefits of technology to business scenarios LG3: To analyse how technology influences business activity – helping to increase sales and reduce costs LG3: To analyse how technology influences the marketing mix					
<b>1.5.3 Legislation and business</b>	LG1: State the key principles of consumer law LG2: Apply these to business scenarios LG3: Explain the positive and negative impact of consumer law on business LG1: State the key principles of employment law LG2: Apply these to business scenarios LG3: Explain the positive and negative impact of employment law for business LG3: Explain the key principles of health and safety law and the impact on business LG3: Evaluate the positive and negative impacts of legislation on business					
<b>1.5.4 The economy and business</b>	LG1: Define the terms economy and economic climate LG2: List the six key ways in which the economic climate can impact on a given business LG1: Define key economic indicators unemployment, consumer income, inflation, interest rates, exchange rates and taxation LG3: Explain the impact of changes in unemployment, consumer income, inflation, interest rates, exchange rates and taxation can impact on business					
<b>1.5.5 External influences The importance</b>	LG3: Explain how economic factors that impact on business and evaluate the importance of each					
<b>1.5.5 External influences Possible responses</b>	LG3: Explain possible responses of business to changes in the external environment					

**Links:**

**Prior Knowledge:** This unit builds on concepts you have learned in units 1.1-1.4. Whereas up to this point we have learned mainly about the internal operations of a business, this unit encourages us to examine factors outside the business. These factors are often outside of the businesses’ control. Knowledge that we have built up on ownership, marketing, finance and production will help us understand why businesses have reacted the way they have to external change.

**Future knowledge:**

In topic 2.1 you will build on this knowledge and consider how external elements can lead to a change in ownership. In 2.2 you will look at growth strategies and marketing strategies which will also consider external influences.