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| **Business GCSE** **1.1 Exploring Business**  | **Road Map** |
| In this unit you will explore and compare the features of two successful businesses and give reasons for their success **LG1**: Knowledge**LG2**: Application**LG3**: Skills | Assessment Grades |  |  |
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| **Themes** | **Learning Goals/Outcomes/Content** |  |  |  |
| Features of a business? | LG1: To know the purpose of businesses, e.g. supply of products or services, difference between for-profit and not-for-profit businesses.LG1: To know the different sectors of the economy: primary, secondary, tertiary, quaternary. LG1: To know the scope of business activities: local, national, international.LG2: To understand how purpose, size and scope affects business decisionsLG1: To know the different sectors that businesses operate in Private, Public, Not-for-profitLG2: To be able to classify businesses effectivelyLG3 To assess the impact of sector type on a business |  |  |  |
| **Ownership** | LG1: To know the different forms of ownership Soletrader/Partnership/Company/FranchiseLG3: To analyse why different choices of ownership have been madeLG3: To assess the impact of ownership type on a business |  |  |  |
| **Liability** | LG1: To understand the differences between unlimited and limited liabilityLG2: To apply the concept of liability to a range of businessesLG3: to assess the impact that liability has on a business |  |  |  |
| **Reasons for success** | LG1: To know reasons for success and how these differ depending on the type of business (profit or non-profit), and its aims and objectives, e.g. clarity of vision, innovative products or processes.LG3: To be able to effectively research two selected businessesLG3: To be able to use research to make judgements on success |  |  |  |
| **Stakeholders** | LG1: to know the different stakeholders LG2: to analyse the influence of stakeholders on business success, e.g. shareholder value; customers as long-term assets (strong customer service enables customer loyalty and retention); employeeLG3: to research relationship with stakeholders |  |  |  |
| **Effective Business Communication** | LG1: to know appropriate presentation and delivery of information to a given audience: • written presentations, e.g. financial, non-financial, formal and informal reports • oral presentations, e.g. computer projection/PowerPoint with speaker notes LG3: to analyse the importance of communication to aid business success, e.g. social media, virtual communities.LG3: To assess the relationship and communication with stakeholders |  |  |  |
| **Organisational structure and functional areas** | LG1: To know the different forms of organisational structure, e.g. hierarchical, flat, matrix, holacraticLG1: to know the different Functional/operational areas, e.g. human resources, research and development, sales, marketing, purchasing, production and quality, finance, customer service, IT, administration. |  |  |  |
| **Organisational objectives** | LG1: To know the aims of businesses in different sectors – mission, vision and values: o private, e.g. making profits, profit maximisation, break-even, survival, growth, market leadership o public, e.g. service provision, cost control, value for money, service quality, meeting government standards o not-for-profit, e.g. education, housing, alleviating poverty, healthcare. LG1: to know that objectives should be SMART (Specific, Measurable, Achievable, Relevant, Time constrained) objectives.LG3: To analyse how structures allow a business to achieve its aims and objectives |  |  |  |

**Links:**

**Prior Knowledge:** This is your **f**irst unit of Business studies at BTEC level 3 and you will build the foundations of ownership, purpose, liability which you will build on in other units and use to show application throughout the course.

**Future knowledge:**

LG1: Knowledge of functional areas is built on in Finance, marketing and recruitment and selection units. Knowledge on aims and objectives is built on in the Marketing Unit.

LG2: Throughout the course you will need to apply knowledge to your businesses selected in the assignment units and apply knowledge to given businesses in the exam units.

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.