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| **Business GCSE** **1.2 The Effects of the Environment on a Business**  | **Road Map** |
| In this unit you will carry research on the extent to which the business environment affects a given business. **LG1**: Knowledge **LG2**: Application **LG3**: Skills | Assessment Grades |  |  |
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| **Themes** | **Learning Goals/Outcomes/Content** |  |  |  |
| The External Environment | LG1: To know the external factors which create the competitive environmentLG2: To apply external factors to case study businessesLG3: To analyse/evaluate the impact of these factors |  |  |  |
| **The internal Environment**  | LG1: To know the internal factors which create the competitive environment - Corporate culture, Corporate Social Responsibility (CSR), EthicsLG2: To apply internal factors to case study businessesLG3: To analyse/evaluate the impact of these factors |  |  |  |
| **Competitive Environment** | LG1: To know the levels of competition and sources of competitive advantageLG2: To be able to apply sources of competitive advantage to given businessLG3 To assess benefits and importance of establishing and maintaining a competitive advantage. |  |  |  |
| **The effects of the business environment**  | LG3: To analyse the positive and negative effects of the business environmentLG3 To assess the impact of the environment on a business |  |  |  |
| **Situational Analysis** | LG1: To understand the situational techniques - PESTLE analysis, SWOT analysis, 5C’s analysisLG2: To apply the techniques to case study businessesLG3: to assess the impact that using situational environment |  |  |  |
| **Situational Analysis Evaluation** | LG3: To be able to effectively research affects of the business environment on selected businessesLG3: To be able to use research to make judgements on the impact of the environment on selected businesses |  |  |  |
| **Market Structures** | LG1: to know the different market structures and their features LG2: to apply market structures to given industriesLG3: to assess how businesses have adapted to changes in the market |  |  |  |
| **Relationship between Supply, Demand and Price** | LG1: To understand the impact of price on supply and demandLG2: To apply these influences to selected marketsLG3: To assess the impact of price on supply and Demand |  |  |  |
| **Pricing and output decisions** | LG1: To know how market structures influence pricing and output decisionsLG2: To apply decisions and reasons for to selected businessesLG3: To assess the responses by business to pricing and output decisions of competitors in different market structures. |  |  |  |
| **Evaluate market changes** | LG3: To assess and evaluate how changes in the market have impacted on a businessLG3: To consider how a business may react to future market changes |  |  |  |

**Links:**

**Prior Knowledge: In** your **f**irst unit of Business studies at BTEC level 3 and you will built the foundations of ownership, purpose, liability which you will build on in this unit by now considering the impact on these things that the business environment has.

**Future knowledge:**

LG1: Knowledge of the external environment is used in the Finance, marketing and recruitment and selection units. Knowledge on the impact of Price is developed 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 further develop these skills and use research to justify our conclusions in the evaluation sections.

