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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** | | |  |  |  |
| Role of Innovation and Enterprise | LG1 To understand the term innovation and the different methods and types of innovation  LG1 To understand the term Enterprise and the different approaches to Enterprise  LG1 (P7) To explore how innovation and enterprise contribute to the success of business.  LG2 To apply examples of innovation and Enterprise to example businesses  LG3 (M4) To analyse how successful the use of innovation and enterprise has been for a given business. | | |  |  |  |
| **Benefits and risks associated with innovation and enterprise** | LG1 To know the costs and benefits associated with Innovation and Enterprise  LG2 To apply benefits and risks of innovation and enterprise to example businesses  LG3 (M4) To analyse how successful the use of innovation and enterprise has been for a given business. | | |  |  |  |
| **Justify the use of Innovation and Enterprise in relation to its changing market** | LG3 (D4) To justify the use of innovation and enterprise for a business in relation to its changing market and environment. | | |  |  |  |

**Links:**

**Prior Knowledge:** This is the third section of your **f**irst unit of Business studies at BTEC level 3 and you have built the foundations of ownership, purpose, & liability. You have also learnt about the wider business environment in1.2 and this knowledge will be required for this assignment also.

**Future knowledge:**

LG1: Knowledge of innovation and Enterprise is needed in Unit2: Marketing.

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 assignment we develop these skills.