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|  | **Curriculum Map:** *Business Studies***Subject –** BTEC Business Level 3 NQF – **Unit 1 – Exploring Business (31462H)** | **YEAR**12 | **EXAM BOARD****Edexcel Pearson** |

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|  | **TERM 1** | **TERM 2** | **TERM 3** |
| **What subject knowledge will we be learning?** | Learning Aim A - Explore the features of different businesses and analyse what makes them successfulLearning Aim B - Investigate how businesses are organised | Learning aim C: Examine the environment in which businesses operateLearning Aim D: Examine business markets | Learning Aim E: Investigate the role and contribution of innovation and enterprise to business success |
| **What skills will we be developing?** | * Understand the purposes of different businesses
* Understand How businesses are organised
* Understand How they communicate with key stakeholders and the influence stakeholders have on the business
* Understand how the structure contributes to the success of its aims and objectives.

 **Internally assessed unit****Skills:** Written report investigating two contrasting businesses. The report will evaluate how each organisation’s features, and the relationship and communications with internal and external stakeholders, supports and enables the business in achieving its aims and objectives and in being successful.The report will have a clear conclusion that is fully justified by well- balanced, developed arguments, and is supported by good use of research evidence.***Gatsby Reference:*** Throughout this topic, a lot of examples are provided of real-life Businesses with contrasting legal ownerships such as PLC’S, Charities, Ltd.'s, Franchises and examples of how their features and organisational functions impact their success. Students will independently research and provide evidence from a range of sources and financial data. | * Understand the internal environment that impact the success of a business
* Understand the External environment that impact the success of a business
* Understand the competitive environment that impact the success of a business

**Internally assessed unit****Skills:** Written report focusing on a chosen business. The report will evaluate how Internal, external and the competitive environment impacts a business and its planning for the future.***Gatsby Reference:*** Students investigate the impact of governments decisions, Economic policies, technological changes, social changes and how demographics impact their chosen business.  | * Understand the use of enterprise and innovation in an existing business.
* Understand the benefit and risks of innovation and enterprise to a changing market and environment.

**Internally assessed unit****Skills:** Written report investigating the chosen business from assignment 2. Using research, report must explore how innovation and enterprise has contributed to the success of this business. Report must demonstrate a sound understanding of a business need to innovate to maintain its market positionThe report will have a clear conclusion that is fully justified by well- balanced, developed arguments, and is supported by good use of research evidence..  |
| **How will my teacher know I have learnt these things?** (When, what content and skills specifically) | Internally assessed by teacher– A written report demonstrating an understanding of the content, with application and evaluation to real businesses justified using independent research. For **distinction standard**, learners will produce relevant evidence of how differing features and the complex relationship and communications with its internal and external stakeholders make businesses successful to support the evaluation given. The report will be professional, logically structured, use the correct business terminology and will contain high-quality written language. It will be suitable for the given audience.For **merit standard**, learners will demonstrate clear analysis of the range of features that have made two businesses successful and show how the organisation of each business has allowed it to achieve its aims and objectives. The report will be logically structured, use appropriate businessterminology and will contain good-quality written language. It will be suitable for the given audience.For **pass standard**, learners will carry out research that allows them to clearly link familiar and obvious features of the businesses and the stakeholder influence on success factors. The report will be structured, use some business terminology appropriately and will contain quality written language. It will be suitable for the given audience.**ALL**: Complete all Pass tasks:* **P1:** Explain the features of two contrasting businesses. Students must explain with evidence the sector, scope, aims and objectives, size, legal ownership of two contrasting businesses of their choice and evaluate how the features has led to its success.
* **P2:** Explain how two contrasting businesses are influenced by stakeholders. Students must provide a detailed explanation of the relationship with internal and external stakeholders and must include how it communicates with these stakeholders and the influence they have on the business. Student must conclude with an evaluation of how the stakeholder influence has led to possible reasons for success
* **P3:** Explore the organisation structures, aims and objectives of two contrasting businesses. Detailed research explaining the organisational structures and functional areas of both businesses and its impact on stakeholders must be explained.

 **MOST**: Complete all Merit tasks:* **M1:** Assess the relationship and communication with stakeholders of two contrasting businesses using independent research. All stakeholder conflicts must be assessed, and independent research must be provided to evidence stakeholder conflicts in key issues the business has faced
* **M2:** Analyse how the structures of two contrasting businesses allow each to achieve its aims and objectives

**SOME**: Complete the Distinction task:* **D1:** Evaluate the reasons for the success of two contrasting businesses, reflecting on evidence gathered
* Students must evaluate the features, structure, stakeholder relationships, corporate social responsibilities, functions, aims and objectives and justify with evidence how they contribute to the overall success of the business.
 | Internally assessed by teacher - A written report focusing on one business from Assignment 1. The report will evaluate the extent to which the business has responded to past changes in the market and business environment and suggest how this business may react to future changes. The report must be logically structured and have a clear conclusion that is fully justified by well-balanced, developed arguments, and is supported by good use of research evidence.For **distinction standard**, learners will carry out in-depth research on the extent to which the business environment affects a given business, and how it could affect the business in the future. Learners will be able to utilise a variety of situational analysis techniques to support their evaluation. The report will be professional, logically structured, use the correct businessterminology and will contain high-quality written language. It will be suitable for the given audience.For **merit standard**, learners will select and apply relevant knowledge of the effects of the business environment on a given business and how it has responded to changes in the market. The report will be logically structured, use appropriate business terminology and will contain good-quality written language. It will be suitable for the given audience.For **pass standard**, learners will carry out research that allows them to discuss the effect of the internal, external and competitive environment on a given business. Learners will show an understanding of situational analysis techniques that can be used to analyse the business environment. The report will be structured, use some business terminology appropriately and will contain good-quality written language. It will be suitable for the given audience**ALL**: Complete all Pass tasks:* **P4:** Explain the businesses external environment.
* Political – government support, membership of trading communities such as the European Union. Brexit and its impacts.
* Economic - fiscal, monetary and other government policies, e.g. supply-side policy,

 economic growth, exchange rates.* Social attitudes to saving, spending and debt; social responsibility requirements; change, e.g. to demographic trends, consumers’ tastes/preferences.
* Technological change, e.g. automation, improved communications.
* Environmental factors and ethical trends, e.g. carbon emissions, waste, recycling, pollution.
* Legal environment, e.g. Partnership Act 1890, Companies Act 2006, Charities Act 2011, Competition Act 1998, UK Corporate Governance Code, financial services regulation, industry regulators, government departments. (Statutes and regulations current at the time of teaching will be used.
* **P5:**  Complete a situational analysis of the business environment using a variety of techniques such as PESTLE, SWOT, 5Cs analysis, and Porter’s Five Forces
* Internal environment and its impact on business with regards to its Corporate culture and Corporate social responsibility (CSR), ethics.
* Competitive environment of the business and its impact.
* Competition (local, national and international). Factors influencing competitive advantage, e.g. differentiation, pricing policies, market leadership, reputation, market share, cost control, technology relationships with customers, suppliers, employees. Benefits and importance of establishing and maintaining a competitive advantage
* **P6:** Explore how the market structure and influences on supply and demand affect the pricing and output decisions for a given business.

**MOST**: Complete all Merit tasks:* **M3:** Assess the effects of the business environment on a given organisation 5 C’s analysis must completed.
* **M4:** Assess how a given business has responded to changes in the market.

**SOME**: Complete Distinction tasks:* **D2:** Evaluate the extent to which the business environment affects a given organisation, must be fully justified by findings of the situational analysis techniques undertaken in P4 & M3
* **D3:** Evaluate how changes in the market have impacted on a given business and how this business may react to future changes.
 | Internally assessed by teacher - A written report accompanied by an individual analysis of how successful the use of innovation and enterprise has been for the chosen business, as well as, a justification of its use in relation to the changing market and environment for the business.For **distinction standard**, learners will prepare and present an individual assessment and analysis of the use of innovation and enterprise in an existing business. Learners will weigh up risks versus advantages and come to a justified conclusion, supported by relevant evidence that clearly explains the importance of innovation and enterprise. The presentation will be professional, i.e. appropriately structured, use the correct business terminology, contain high-quality written language and be supported by speaker notes. It will be suitable for the given audience. Throughout the unit learners will show individuality of thought, independent collection, collation and judgement of evidence.For **merit standard**, learners will carry out adequate research to allow them to demonstrate how the use of innovation and enterprise has affected a business, and to analyse how this has affected the success of this business. The presentation will be professional, i.e. appropriately structured,use appropriate business terminology, contain good-quality written language and be supported by speaker notes. It will be suitable for the given audience. For **pass standard**, learners will carry out research on use of enterprise and innovation in an existing business and show an understanding that although innovation and enterprise may have its benefits, there are also risks and drawbacks. The presentation will be structured, use some business terminology contains good-quality written language and be supported by speaker notes. It will be suitable for the given audience.**ALL**: Complete the Pass tasks:* **P7:** Explore how innovation and enterprise contribute to the success of business. investigation on a selected businesses role of innovation and enterprise, e.g. creative process, product or service development, new ways of increasing business efficiency or improving profitability, successfully exploiting a new idea, adding value to products, services or markets to differentiate the business from the competitors

**Most** complete the Merit task:* **M5:** Analyse how successful the use of innovation and enterprise has been for a given business

**Some** complete the Distinction task:* **D4:** Justify the use of innovation and enterprise for a business in relation to its changing market and environment.
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