

Year 12 Topics – BTEC Business Level 3 Unit 1 Exploring Business

In year 12 BTEC Business we teach two units over the course of the year. This topic table details the knowledge required for Unit 1 Exploring Business. Each topic draws on prior learning from previous years and builds on understanding from the KS4 programme of study. Each topic develops and deepens the Core knowledge that will underpin all areas of the curriculum at KS5 and onward into undergraduate courses.

Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
Learning Aim A – Explore the features of different businesses and analyse what makes them successful				
A1 Features of businesses	To understand the key features of business and recognise the factors that makes them successful	Ownership and liability	Private, public, not-for profit, sole trader, partnership, private limited company, public limited company, cooperative, limited and unlimited liability, government department, charitable trust, voluntary	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Purpose of business	Supply, products, services, for-profit, not for profit	
		Sectors of business	primary, secondary, tertiary, quaternary	
		Scope and size of business activities	local, national, international, small and medium enterprises (SMEs)	
		Reasons for success	aim, objective, vision, innovative, process	
A2 Stakeholders and their influence	To understand the key stakeholders and their influence on a business	Internal Stakeholders	managers, employees, owners	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research
		External Stakeholders	suppliers, lenders, competitors, debtors, creditors, customers, government agencies and departments (local, national, international), communities (local, national, international), pressure groups, interest groups	

		The influence of stakeholders on business success	shareholder value; customers, long-term assets customer loyalty, retention employee involvement, corporate social responsibility community groups, interest groups	literacy numeracy oracy – Class discussions research – investigation into real businesses
A3 Effective business communications	To recognise the importance of communication and the use of appropriate communication to different audiences	Written presentation	financial, non-financial, formal, informal reports	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Oral presentation	Computer projection, speaker notes	
		Importance of communication to aid business success	social media, virtual communities	
Learning Aim B - : Investigate how businesses are organised				
B1 Structure and organisation	To understand how businesses can be structured and how functional areas work together	Organisational Structure	hierarchical, flat, matrix, holacratic	Independence – internally assessed unit including independent research Evaluation of impact on business Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Functional/operational areas	human resources, research and development, sales, marketing, purchasing, production and quality, finance, customer service, IT, administration	

B2 Aims and Objectives	To recognise the key aims and objectives of different organisations	Private Organisations	profit, profit maximisation, break-even, survival, growth, market leadership	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Public Organisations	service provision, cost control, value for money, service quality, government standards	
		Not-For-Profit Organisations	education, housing, alleviating poverty, healthcare	
		SMART	Specific, Measurable, Achievable, Relevant, Time constrained	
Learning Aim C – Examine the environment in which businesses operate				
C1 External environment	To understand how factors in the external environment affect a business	Political	government support, European Union	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Economic	fiscal, monetary, supply side policy, economic growth, exchange rates	
		Social Attitudes	saving, spending, debt; social responsibility demographic, consumers' tastes/preferences	
		Technological Change	automation	
		Environmental and Ethical Factors	carbon emissions, waste, recycling, pollution	
		Legal Environment	partnership legislation, companies acts, charities legislation, competition legislation, UK Corporate Governance Code, financial services regulation, industry regulators, government departments	

C2 Internal environment	To understand how factors in the internal environment affect a business	Corporate culture	Corporate culture, Corporate social responsibility (CSR), ethics	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
C3 Competitive environment	To recognise the importance of the competitive environment on the success of a business	Competition	local, national and international	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Factors influencing competitive advantage	differentiation, pricing policies, market leadership, reputation, market share, cost control, technology relationships with customers, suppliers, employees	
		Benefits and importance of establishing a competitive advantage		
C4 Situational analysis	To be able to use a range of situational analysis tools	PESTEL Analysis	(Political, Economic, Social, Technological, Legal, Environmental	Independence – internally assessed unit including independent research
		SWOT Analysis	Strengths, Weaknesses, Opportunities, Threats	

		5C' Analysis	Company, Competitors, Customers, Collaborators, Climate	evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Porter's Five Forces	New entrants, bargaining power, buyers, suppliers, threat, rivalry, substitute products, competitors	

Learning Aim D – Examine business markets				
D1 Different market structures	To examine the features of a market structure	Market Structures	perfect competition, imperfect competition	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Features of market structures	number of firms, freedom of entry, nature of product	
D2 Relationship between demand, supply and price	To understand the relationship between demand, supply and price	Influences on demand	affordability, competition, substitutes, level of Gross Domestic Product (GDP), consumers	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Influences on supply	raw materials and labour, logistics, profitably, competition, raw materials, government support	
		Elasticity	price elasticity of demand	
D3 Pricing and output decisions	To understand how demand and supply affects pricing and output decisions	Impact on pricing	Price, customer, sensitivity, quality, availability, competitor, revenue, price range, market conditions, supply, demand	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business
		Responses by business		

				creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
Learning Aim E – Investigate the role and contribution of innovation and enterprise to business success				
E1 Role of innovation and enterprise	To recognise how businesses use innovation and enterprise to develop products and services	Innovation	creative process, product development, efficiency, profitability, successfully, adding value, differentiation	Independence – internally assessed unit including independent research Evaluation of impact on business Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy & numeracy oracy – Class discussions research – investigation into real businesses
		Enterprise	creative, lateral, ‘blue sky’ thinking chance and serendipity, intuition	
E2 Benefits and risks associated with innovation and enterprise	To be able to identify the benefits and risks associated with innovation and enterprise	Benefits	improvements to products, processes, services and customer experience, business growth, niche markets, unique selling points, recognition and reputation, smarter working	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy & numeracy oracy – Class discussions research – investigation into real businesses
		Risks	commercial requirements, return on investment, cultural problems, resistance to change, unsupportive systems and processes	