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| **What will we be learning?**  In Unit 1, we will be learning about different internal features, and external factors of a business and what makes them successful. | **Why this? Why now?**  Unit 1 is taught in Year 12 alongside Unit 3. The course is split between two teachers so that students will study one coursework unit and one exam unit alongside each other. The course is delivered in this way so that one exam unit can be sat in the summer of year 12, easing the pressure of external summer exams in year 13. The Unit 3 exam is also more accessible for Year 12 students, following a format and structure they are familiar with from GCSE exams. | **Key Words:**  Branding  Customer Retention  Demographic Trends  Economy  Environmental  Factors  Ethical Trends  Freedom of Entry  FTSE  Inflation  Logistics  Outsource  Partnership  Porter’s Five Forces  Liability  Loss Leader  Market Forces  PESTLE  Revenue  Shareholder Value  Stakeholder  Supply Chain  SWOT  USP  5 C’s  Innovation  Enterprise |
| **What will we learn?**  Unit 1 looks at the key ingredients for business success, how businesses are organised, how they communicate, the characteristics of the environment in which they operate and how this shapes their activities. Innovation, enterprise and risk is also studied as technology plays such an important role in modern society and many of the businesses that dominate society these days are great innovators and innovation is seen as key to their success.  The first part of Unit 1 builds on some of the key business concepts and those who have completed GCSE Business Studies will be familiar with some of those concepts. Students will need to develop the skill of researching appropriate sources and picking out and using relevant information to help put the theory into real-world application.  The unit is broken down into 5 Learning Aims across three assignments:  **Learning Aim A** – Explore the features of the different businesses and analyse what makes them successful.  **Learning Aim B** – Investigate how businesses are organised.  **Learning Aim C** – Examine the environment in which businesses operate. **Learning Aim D** – Examine business markets.  **Learning Aim E** – Investigate the role and contribution of innovation and enterprise to business success. | |
| **What opportunities are there for wider study?**  During each of the assignments, there is a necessity for additional independent research, which will back up the theory taught in class. The additional case study specific research will enrich the theory and develop your assignments to access the higher grades available. | |
| **How will I be assessed?**  Unit 1 is assessed internally through the creation of three assignments. Assignments are graded on a Pass, Merit, Distinction scale and the 3 assignments together form the Unit 1 mark that is put forward to the exam board to go towards the overall final BTEC grade made up from the four different units together. | |