



Unit title	Unit 1: Exploring Business
Guided learning hours	90
Number of lessons	90
Duration of lessons	55 minute lessons based in C301

Lesson	Topic – Assignment Brief 1
1	Introduction to the course; assignment brief, assessment structure and grading.
2-3	Topic A1 Features of businesses <ul style="list-style-type: none"> • Ownership • Private, Public, Not- for-profit
Lesson	Topic – Assignment Brief 1
4-5	Topic A1 Features of businesses <ul style="list-style-type: none"> • Liability



6-7	<p>Topic A1 Features of businesses</p> <ul style="list-style-type: none"> • Purposes • Scope of business activities • Sectors • Size
Lesson	Topic – Assignment Brief 1
8-9	<p>Topic A1 Features of businesses</p> <ul style="list-style-type: none"> • Purposes • Scope of business activities • Sectors
10-11	<p>Topic A1 Features of businesses</p> <ul style="list-style-type: none"> • Reasons for success
Lesson	Topic – Assignment Brief 1
12-13	<p>Topic A2 Stakeholders and their influence</p> <ul style="list-style-type: none"> • Internal and External stakeholders



Lesson	Topic - Assignment Brief 1
14-15	Topic A3 Effective business communications <ul style="list-style-type: none">• Written and oral and ICT communication
16-17	Topic B1 Structure and organisation <ul style="list-style-type: none">• Organisational structures



Lesson	Topic - Assignment Brief 1
18	Topic B1 Structure and organisation <ul style="list-style-type: none"> • Functional/ operational areas
19-20	Topic B2 Aims and objectives <ul style="list-style-type: none"> • Aims of businesses in the private, public and not-for-profit sectors: • Mission, vision and values • SMART objectives
21-22	Assignment Brief 1 - Final write up period
23-25	<p style="text-align: center;">Introduction To Assignment Brief 2</p> Topic C1 External environment <ul style="list-style-type: none"> • Political • Economic, fiscal, monetary and other government policies



Lesson	Topic – Assignment Brief 2
	<ul style="list-style-type: none"> • Social attitudes to saving, spending and debt; social responsibility requirements; change • Technological change • Environmental factors and ethical trends • Legal environment
26-27	<p>Topic C2 Internal environment</p> <ul style="list-style-type: none"> • Corporate culture • Corporate Social Responsibility (CSR) • Ethics
28-29	<p>Topic C3 Competitive environment</p> <ul style="list-style-type: none"> • Competition (local, national and international) • Factors influencing



Lesson	Topic - Assignment Brief 2
	<p>competitive advantage</p> <ul style="list-style-type: none">• Benefits and importance of establishing and maintaining a competitive advantage
30-31	<p>Topic C1 External environment Topic C2 Internal environment Topic C3 Competitive environment</p>



Lesson	Topic - Assignment Brief 2
32-33	<p>Topic C4 Situational Analysis</p> <ul style="list-style-type: none">• Using various techniques to assess the business environment<ul style="list-style-type: none">○ PESTLE analysis○ SWOT analysis○ 5C's analysis○ Porter's Five Forces
34-36	<p>Topic D1: Different market structures</p> <ul style="list-style-type: none">• Perfect competition, imperfect competition• Number of firms• Freedom of entry• Nature of product



Lesson	Topic – Assignment Brief 2
37-39	<p>Topic D2: Relationship between demand, supply and price</p> <ul style="list-style-type: none"> • Influences on demand • Influences on supply • Elasticity
40	<p>Topic D3 Pricing and output decisions</p> <ul style="list-style-type: none"> • Impact on pricing and output decisions in different market structures • Responses by business to pricing and output decisions of competitors in different market structures.
41-42	<p>Assignment Brief 2 – Final write up period</p>



Lesson	Topic - Assignment Brief 3
43-44	<p>Introduction to Assignment Brief 3</p> <p>Topic E1 Role of innovation and enterprise</p> <ul style="list-style-type: none">• Innovation• Enterprise <p>Topic E2 Benefits and risks associated with innovation and enterprise</p> <ul style="list-style-type: none">• Benefits• Risks
45	Assignment 3 - Presentations