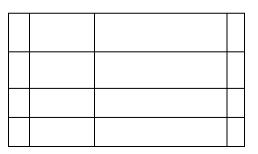




Unit title	Unit 1: Exploring Business
Guided learning hours	90
Number of lessons	90
Duration of lessons	55 minute lessons based in C301



Lesson	Topic – Assignment Brief 1
1	Introduction to the course; assignment brief, assessment structure and grading.
2-3	Topic A1 Features of businesses Ownership Private, Public, Not- for-profit
Lesson	Topic – Assignment Brief 1
4-5	Topic A1 Features of businesses Liability





6-7	Topic A1 Features of businesses
	• Purposes
	Scope of business activities
	• Sectors
	• Size

Lesson	Topic – Assignment Brief 1
8-9	Topic A1 Features of businesses
	Purposes
	Scope of business activities
	• Sectors
10-11	Topic A1 Features of businesses
	Reasons for success

Lesson	Topic – Assignment Brief 1
12-13	Topic A2 Stakeholders and their influence Internal and External stakeholders





Lesson	Topic – Assignment Brief 1
14-15	Topic A3 Effective business communications • Written and oral and ICT communication
16-17	Topic B1 Structure and organisation Organisational structures





Lesson	Topic – Assignment Brief 1
18	Topic B1 Structure and organisation
	Functional/ operational areas
19-20	
19-20	Topic B2 Aims and objectives
	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	Introduction To Assignment Brief 2
	Topic C1 External environment
	• Political
	Economic, fiscal, monetary and other government policies





Lesson	Topic – Assignment Brief 2
	Social attitudes to saving, spending and debt; social responsibility requirements; change
	Technological change
	Environmental factors and ethical trends
	Legal environment
26-27	Topic C2 Internal environment
	Corporate culture
	Corporate Social Responsibility (CSR)
	• Ethics
28-29	Topic C3 Competitive environment
	Competition (local, national and international)
	Factors influencing







Lesson	Topic - Assignment Brief 2
	competitive advantage
	Benefits and importance of establishing and maintaining a competitive advantage
30-31	Topic C1 External environment Topic C2 Internal environment
	Topic C3 Competitive environment





Lesson	Topic – Assignment Brief 2
32-33	Topic C4 Situational Analysis
	Using various techniques to assess the business environment
	o PESTLE analysis
	o SWOT analysis
	o 5C's analysis
	o Porter's Five Forces
34-36	Topic D1: Different market structures
	Perfect competition, imperfect competition
	Number of firms
	Freedom of entry
	Nature of product





Lesson	Topic – Assignment Brief 2
37-39	Topic D2: Relationship between demand, supply and price Influences on demand Influences on supply Elasticity
40	Topic D3 Pricing and output decisions Impact on pricing and output decisions in different market structures Reponses by business to pricing and output decisions of competitors in different market structures.
41-42	Assignment Brief 2 – Final write up period







Lesson	Topic – Assignment Brief 3
43-44	Introduction to Assignment Brief 3
	Topic E1 Role of innovation and enterprise
	Innovation
	Enterprise
	Topic E2 Benefits and risks associated with innovation and enterprise
	• Benefits
	• Risks
45	Assignment 3 - Presentations