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| **Business GCSE**  **1.1 Enterprise and Entrepreneurship** | **Road Map** | | | | | |
| In this unit you will investigate business calculations and business performance  **LG1**: Knowledge  **LG2**: Application  **LG3**: Skills | Assessment Grades |  |  | | | |
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| **Themes** | **Learning Goals/Outcomes/Content** | | |  |  |  |
| Intro  What is business? | **LG1:** Know that organisations can provide products and services at a profit, free, at cost or below cost  **LG1:** Define the term public sector and private sector  **LG1**: Explain the term profit  **LG2:** Give examples of organisations in the public and private sector  **LG2:** Use a range of key terms to describe own business idea | | |  |  |  |
| **1.1.1: The dynamic nature of business** | **LG 1**: Know why ideas come about  **LG1**: Know how business ideas come about: **LG2**: Explain how and why a business idea came about for a given business (Sponfed, Fit Star)  **LG3**: Analyse reasons for a business start up  **LG3**: Evaluate reasons for a business start up | | |  |  |  |
| **1.1.3: The role and of business enterprise and the purpose of business activity** | **LG1:** Know reasons why business exist:   * To produce goods or services * To meet customer needs * To add value: convenience, branding, quality, design, unique selling points   **LG2:** To describe with example the role of business enterprise and purpose of business activity  **LG3**: To analyse the need for business to meet customer needs and add value | | |  |  |  |
| **1.1.2: Risk and reward**  **The impact of risk and reward on business activity:** | **LG1**: Know that all entrepreneurs face risks and rewards  **LG1**: Know risks that business face: business failure, financial loss, lack of security  **LG1:** Know rewards of business: business success, profit, independence  **LG2:** Identify and explain risks and rewards for a given business (Red Bull)  **LG3**: Analyse the importance of taking risk for an entrepreneur  **LG3:** Evaluate the level of risk taken by a business | | |  |  |  |
| 1.1.3  **The role of business enterprise and entrepreneurs** | **LG1**: Know that an entrepreneur organises resources, makes business decisions and takes risks  **LG1:** Know that entrepreneur will have a range of characteristics and skills  **LG2:** Explain the characteristics and skills for a given entrepreneur (Josh, Calypso Rose)  **LG2:** Compare the skills and characteristics of two entrepreneurs  **LG3:** Analyse and evaluate the importance of the skills and characteristics for an entrepreneur | | |  |  |  |

**Links:**

**Prior Knowledge:** This is your **f**irst unit of Business studies and whilst you have never studied business before you will have knowledge of businesses that you buy goods and services from or have interaction with. For example going to the cinema, coming to school.

**Future knowledge:**

LG1: Knowledge of how and why business comes about, profit and added value is built on in unit 1.2 where you will consider the use of market research and marketing mapping to assess levels of risks. Concept of profit is further developed in unit 1.3 (small business) and again 2.4 (business calculations). Knowledge of public and private sector is developed in unit 1.5

LG2: Throughout the course you will need to apply knowledge to given cases and it is important in this unit to start that process.

LG3: Development of analysis and evaluation is vital for making business judgements throughout the course and in this unit we begin to develop these skills.