**Colton Hills Community School medium term planning – Business BTEC NATIONAL**

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| **Topic title:**  **Exploring Business** | **Year: 12 -**  **BTEC NATIONAL AWARD Term:** **Autumn 1** | **Why we teach this:**  In this unit, you will gain an overview of 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 them and their activities. You will also look at the importance of innovation and enterprise to the success and survival of businesses, with the associated risks and benefits. | **Why we teach this here:**  In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive. | |
| **Big questions:**  Explain the features of two contrasting businesses. Explain how two contrasting businesses are influenced by stakeholders  Explore the organisation structures, aims and objectives of two contrasting businesses.  Discuss the effect of internal, external and competitive environment on a given business.  Select a variety of techniques to undertake a situational analysis of a given business.  Explore how the market structure and influences on supply and demand affect the pricing and output decisions for a given business. | | **Builds on previous topics:**  **Builds upon knowledge gained from Level 2** | **Links to future topics:** - It will allow students to gain an understanding of the components of Business which they can apply when evaluating their chosen enterprises. It will also be used when assessing and developing their portfolio of evidence. | |
| **Key knowledge.**  Explore the features of different businesses and analyse what makes them successful.  Investigate how businesses are organised.  Examine the environment in which businesses operate.  Examine business markets.    Investigate the role and contribution of innovation and enterprise to business |  | |
| **Skills developed:**  In the BTEC National units there are opportunities during the teaching and learning phase to give learners practice in developing employability skills. Where employability skills are referred to in this specification, we are generally referring to skills in the following three main categories:  • cognitive and problem-solving skills: use critical thinking, approach non-routine problems applying expert and creative solutions, use systems and technology  • intrapersonal skills: communicating, working collaboratively, negotiating and influencing, self-presentation  • interpersonal skills: self-management, adaptability and resilience, self-monitoring and development. | |
| **assessments:**   * Retrieval quizzes each lesson on key knowledge. * All work is internally assessed by assessors | | **Independent study tasks/resources:**  Week 1 – Components of different businesses  Week 2 – Components of successful businesses  Week 3 – Applying the components of external environment  Week 4 – Determining business markets  Week 5 – Principles of innovation | **Key vocabulary 1:**  Enterprise  Entrepreneur  Market Research  Internal factors  External factors  Customer Needs  Promotion | **Key vocabulary 2:** |
| **Cultural capital opportunities:**  Increasing students’ knowledge of Business through introducing to different enterprises through research and personal visits | | **Whole school Curricular Concept links:**  **Healthy living-**through this unit students will consider the different enterprises that cater for a healthy lifestyle.  **Cultural Diversity**-through this unit students will be introduced to a range of unfamiliar products, that are associated with a range of cultures across the world. |