



HALF TERM 2.2 Feb - Apr	Unit 1 Learning Aim: A & B	Unit 1 Learning Aim: C	Unit 1 Learning Aim: C	Unit 1 Learning Aim: C	Unit 1 Learning Aim: C
TOPIC (S)	Assignment	C1: External Environment	C2: Internal Environment	C3: Competitive Environment	C4: Situational Analysis
Knowledge & Skills development	Application of knowledge to a given scenario	Political Economic Social Technological Environmental Legal	Culture Social Responsibility Ethics	Written Communication Oral communication Communication to aid success	Organisational Structure Functional Areas Operational Areas
Assessment / Feedback Opportunities	End of Topic Assignment	Classroom activity - Class Discussion - Questioning pupils – Verbal feedback – Practice activity			
Cultural Capital	<ul style="list-style-type: none"> Understanding of Business 				
SMSC / Promoting British Values (Democracy, Liberty, Rule of Law, Tolerance & Respect)	<ul style="list-style-type: none"> Listening to others Responding suitable in discussions Taking part in group activities 				
Reading opportunities	Financial Intelligence Visual Finance Dictionary of Finance and Investment terms				
Key Vocabulary	Political – Economic – Fiscal - Monetary - Economic growth - Exchange rates – Debt - Social responsibility - Demographic trends – Automation - Environmental factors - Ethical trends - Competition (local, national and international) - competitive advantage - pricing policies - market share - cost control – PESTLE analysis - SWOT analysis - 5Cs (Company, Competitors, Customers, Collaborators, Climate) analysis - Porter’s Five Forces				
Digital Literacy	Use of technology Digital research methods Use of range of software				
Careers	Business adviser – Business analyst – Business development manager – Entrepreneur				