






Edexcel BTEC L3 Extended Certificate in Business: Unit 1 – Exploring Business

MAG: TAG:

Aims				My SMART target to improve my knowledge is.....
A1: The Features of Business A2: Stakeholders and Their Influence				
A1. Features of Business – Legal Structures				
A1. Features of Business – Industry Sectors				
A2. Stakeholders and Their Influence				
A3. Effective Business Communication				
B1: Structure and Organisation of Businesses B2: Business Aims and Objectives				
B1. Organisational Structures – Flat, Hierarchical, Matrix				
B2. Aims and Objectives of Different Types of Business – Public vs Private Sector vs Not for Profit				
C1: The External Business Environment C2: The Internal Business Environment C3: The Competitive Environment C4: Situational Analysis				
C1. The External Environment Political, Economic, Social, Technological, Environmental				
C2. Corporate Culture and Corporate Social Responsibility				
C3. The Competitive Environment Competitive Advantage Porters 5 Forces				
C4. Situational Analysis The Business Environment & SWOT				
D1. Market Structures D2. Relationships Between Demand, Supply and Price				



D3. Pricing and Output Decisions				
D1. Market Structures Monopoly Duopoly Oligopoly Perfect Competition Barriers to Entry				
D2. Relationships Between Demand, Supply and Price Affordability Substitute Products GDP Price Elasticity				
E1. The Role of Innovation and Enterprise E2. Benefits and Risks Associated with Innovation				
E1.The Role of Innovation and Enterprise				
D2The Benefits and Risks Associated with Innovation				