

# People in Business

Lesson	Learning Intention What are we learning to do? Today we are learning to:	Success Criteria How will I demonstrate my learning?	Have I met the success criteria?		What would help me to improve?
			Yes	No	
Introduction to goods/services and needs/wants (LO1 p1-5)	1 <b>Identify</b> goods/services  <b>Identify</b> needs/wants 2 <b>Describe</b> goods/services  <b>Describe</b> needs/wants	* I can name <b>at least 2 goods</b> and <b>2 services</b> * I can name <b>a least 2 needs</b> and <b>2 wants</b> * I can give <b>2 clear facts</b> relating to a <b>good and a service</b> * I can give <b>2 clear facts</b> relating to a <b>need and a want</b>	✓		
Why do people set up organisations? (LO2 p6)	1 <b>Understand</b> why people start an organisation/business 2 <b>Identify</b> the public, private and third sectors 3 <b>Describe</b> the public, private and third sectors	* I can identify <b>2 clear reasons</b> why people may <b>start up an organisation/business</b> * I can name <b>at least 2 public sector</b> organisations <b>at least 2 private sector</b> businesses <b>at least 2 third/voluntary</b> sector organisations * I can give <b>2 facts</b> relating to the <b>public sector</b> I can give <b>2 facts</b> relating to the <b>private sector</b> I can give <b>2 facts</b> relating to the <b>third/voluntary sector</b>			
Enterprise and Entrepreneurs (LO3 p6-11)	1 <b>Explain</b> what is meant by enterprise and why businesses are interested in enterprise 2 <b>Describe</b> characteristics of entrepreneurs	* I can explain <b>at least 2 points</b> about what <b>enterprise</b> is * I can explain <b>at least 2 points</b> why businesses are interested in <b>enterprise</b> * I can identify <b>at least 3 characteristic</b> (skills/qualities) of an <b>entrepreneur</b>			
What has to be done to start	1 <b>Understand</b> how a business chooses their product	* I can identify <b>at least 2 factors</b> that affect how a business decides on <b>which product to sell</b>			

<p><b>up a business</b> (LO4 p12 &amp; 13)</p>	<p>2 <b>Identify</b> why a business should carry out market research</p> <p>3 <b>Identify</b> appropriate sources of finance for a small business</p> <p>4 <b>Describe</b> how resources are used to make a product</p> <p>5 <b>Understand</b> how promotion lets people know about a product</p>	<p>* I can identify <b>at least 3 reasons</b> why a business should carry out <b>market research</b></p> <p>* I can identify <b>at least 3 suitable</b> sources of <b>finance</b> for a small business</p> <p>* I can describe how <b>at least 2 resources</b> are used to make a product</p> <p>* I can describe <b>a way</b> that <b>promotion</b> lets people know about a product</p>			
<p><b>The role of product development in business activity</b> (LO5 p12 &amp; p14-16)</p>	<p>1 <b>Describe</b> how new products are created</p> <p>2 <b>Describe</b> what a unique selling point is</p> <p>3 <b>Describe</b> what is meant by a brand</p> <p>4 <b>Describe</b> how a brand is created by a business</p>	<p>* I can describe <b>2 points</b> on how <b>new products are created</b></p> <p>* I can describe clearly, <b>giving 2 points</b> what a <b>unique selling point (USP)</b> is</p> <p>* I can describe <b>3 facts</b> that are vital to a <b>brand</b></p> <p>* I can describe <b>3 factors</b> that help to <b>create a brand</b></p>			
<p><b>The role of market research in the activities of a business</b> (LO6 P17 &amp; 18)</p>	<p>1 <b>Explain</b> why businesses use market research</p> <p>2 <b>Describe</b> different types of market research</p>	<p>* I can give <b>3 points</b> explaining why businesses use <b>market research</b></p> <p>* I can describe <b>2 types</b> of <b>market research</b></p>			
<p><b>Different sources of finance that a small business</b></p>	<p>1 <b>Describe</b> sources of finance suitable for a small business</p> <p>2 <b>Identify</b> suitable sources of</p>	<p>* I can give <b>3 suitable sources of finance</b> that a small business could use</p> <p>* I can name <b>4 suitable sources of finance</b> for different</p>			

can use (LO7 p19-21)	finance for different business activities	activities of a business			
<b>Resources that a business needs to make their product</b> (LO8 p22-25)	1 <b>Describe</b> what raw materials are and why choosing them carefully is important for a business  2 <b>Describe</b> what labour is and why choosing it carefully is important for a business  3 <b>Describe</b> what equipment is and why choosing it carefully is important for a business  4 <b>Describe</b> what premises are and why choosing them carefully is important for a business  5 <b>Explain</b> how costs of resources affect the final price of the product	* I can give <b>at least 2 reason</b> why choosing <b>raw materials</b> carefully is important for a business  * I can give <b>at least 2 reasons</b> why choosing <b>labour</b> carefully is important for a business  * I can give <b>at least 2 reasons</b> why choosing <b>equipment</b> carefully is important for a business  * I can give <b>at least 2 reasons</b> why choosing <b>premises</b> carefully is important for a business  * I can give <b>at least 3 reasons</b> how <b>costs of resources affects the price</b> of the final product			
<b>The role of promotion in the activities of a business</b> (LO9 p26-30)	1 <b>Describe</b> the different purposes of advertising  2 <b>Describe</b> the different types of advertising that may be use by an organisation  3 <b>Describe</b> the different promotions that may be used with consumers	* I can state <b>at least 2</b> purpose of <b>advertising</b> for an organisation  * I can state <b>at least 4</b> types of <b>advertising</b> used by organisations  * I can state <b>at least 3</b> methods of <b>sales promotions</b> used by organisations			

	<p>4 <b>Describe</b> how price can be used as a promotion that may be used with consumers</p>	<p>* I can explain <b>at least 2 ways</b> that <b>price</b> is used as a promotion tool</p>			
<p>Different ways that businesses can try to be <b>ethical</b> and look after the environment when producing a product (LO10 p32-32)</p>	<p>1 <b>Explain</b> what is meant by the term ethical and environmental responsibility</p> <p>2 <b>Explain</b> how the treatment of staff recycling waste reduction packaging reduction production process can contribute to the production process being more ethically and environmentally responsible</p> <p>3 <b>Explain</b> the reasons why businesses should try to use ethical and responsible production</p>	<p>* I can explain <b>at least 2 ethical</b> and <b>environmental responsibilities</b> that an organisation may have</p> <p>* I can give <b>at least 2 ways</b> that an organisation can make the production process more <b>ethical and environmentally responsible</b>.</p> <p>* I can explain <b>at least 2 reasons</b> why businesses should be <b>ethical and responsible</b></p>			