

BUSINESS THEME 3 – BUSINESS DECISION AND STRATEGY YEAR 13

AUTUMN 1

Business objectives and strategy

Looking at theories of corporate objectives including Ansoff's Matrix, Porter's 5 forces and how they impact on decision making within a business. Conducting SWOT and PESTLE analyses whilst looking at the importance of doing these for businesses.

Prior Learning
New topic

AUTUMN 2

Business growth

Learning about the different types of growth and the objectives businesses set themselves on the growth journey. Looking at mergers and takeovers within different industries and the reasons for doing so. Students will also learn about SME businesses and learn to assess how they compete against larger businesses.

Prior Learning
New topic

SPRING 1

Decision making techniques

Quantitative sales forecasting building on the work done last year about the importance of conducting these. Investment appraisal techniques and how they are used to aid decision making for businesses with significant investment. How decision trees and critical path analysis can also be used to help with business decision making in real world examples.

Prior Learning
Sales forecasting y12

SPRING 2

Influences of business decisions

Business ethics, corporate influences and shareholder/stakeholder conflicts. Corporate culture whilst looking at different industries and businesses with strong or weak cultures.

Prior Learning
Decision making techniques, Business ethics

SUMMER 1

Assessing competitiveness

Looking at key financial documents such as a balance sheet and profit and loss account. Learning how to read and interpret these whilst carrying out analysis. Looking at profit margins, liquidity ratios, return on capital employed, etc. Students will learn how this analysis is key in not only assessing business performance but also investment and competitiveness within the market. Students will also learn about the role of the human resources department within businesses. Cause and effect of change and key factors will also be explored.

Prior Learning
Profit and loss account, liquidity, balance sheets

SUMMER 2

Recap and paper 3 preparation.

Prior Learning
Revision for all topics

CAREERS LINKS

Jobs in researching, marketing, sales & customer services. Personal and business finance/budgeting and Customer service roles.

CHARACTER LINKS

Perseverance traits are fostered (performance virtues) when students are exposed to new content and skills. Enterprise skills, critical thinking, judgement (intellectual virtues).

KEY ASSESSMENT DATES

There will be interleaved exam questions all the way through the year. All formal assessments will be done during the calendared formal exam weeks.

AUTUMN 1

Globalisation

Globalisation has created significant opportunities for businesses to sell their goods and services overseas. However, at the same time, this has led to significant increases in global competition in world markets. This topic explores the reasons why globalisation has occurred and the reasons why some countries may want to limit its spread.

Prior Learning
Imports and Exports,
balance of trade

AUTUMN 2

Global Markets and Business Expansion

This section considers the reasons why businesses based in more affluent countries such as the UK may want sell their goods and services in overseas markets and/or relocate overseas.

Prior Learning
This section builds on topic 4.1 since it explores the opportunities faced by businesses from the increasing globalisation of markets

SPRING 1

Global Marketing

This topic follows on from the previous section and examines how businesses can adapt their marketing to the challenge of selling in a newly identified overseas market. Students should recognise that, depending on the product, different marketing approaches may be necessary to overcome the barriers that prevent successful marketing in certain countries.

Prior Learning
4.2 topics and knowledge of marketing from Theme 1

SPRING 2

Global Industries and companies

This topic considers the impacts of MNCs on a country's economy and examines the benefits and drawbacks to that country from the operation of an MNC to a range of stakeholders. Students should be able to question whether an MNC is operating in a truly ethical manner and recognise the difficulties of controlling global companies, especially in LEDCs.

Paper 3 Context Work
(provided by the exam board each year)

Prior Learning
Impact that MNC can have, cultural and social issues from operating in different countries

SUMMER 1

Revision

Prior Learning
All topics