

**SCHEME OF WORK – 2025**  
**A LEVEL BUSINESS Year 2**  
**Teacher 2**

WEEK	SPECIFICATION	CONTENT/AMPLIFICATION	Planned Study Teaching and Learning Strategies Checks on Learning	Reading Sharepoint Resources Core Skills Assignments
3 9 <sup>th</sup> Sep	<p>Mission, corporate objectives, functional objectives and strategy.</p> <p>To learn about influences on <b>the mission</b> of a business.</p> <p>To learn about internal and external influences on <b>corporate objectives</b> and decisions.</p> <p>Influences on corporate objectives should include the pressures for short termism, business ownership, the external and internal environment.</p>	<p>Influences include</p> <ul style="list-style-type: none"> <li>• Values of the founders (eg Cadbury, Body Shop etc</li> <li>• Values of the employees</li> <li>• The industry</li> <li>• Society</li> <li>• The form of ownership</li> </ul> <p>What areas do we set corporate objectives for?</p> <p>Internal Influences include</p> <ul style="list-style-type: none"> <li>• Poor performance</li> <li>• New leader</li> <li>• Org culture</li> <li>• Finance available</li> </ul> <p>External Influences include</p> <ul style="list-style-type: none"> <li>• State of the economy</li> <li>• Global prices eg Oil</li> <li>• Tech Change/AI</li> <li>• Migration and population change</li> </ul> <p>Also explore the pressure for short-termism and the form of ownership</p>	<p>Perhaps look at specific businesses – put learners in groups – some looking at internal and some external influences on objectives for that company. How do they influence the objectives? Try to really get into the context.</p> <p>Find some news articles – see when these have applied. (Morrisons, Microsoft, Nokia, Innocent, JLR,)</p> <p><b>Planned Study:</b> Task 1 Drucker pages. Make notes.</p>	<p>Reading: Chp 25 P325-335 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a></p> <p>Resources: Drucker - Mission and objectives – <a href="#">on sharepoint Sharepoint file</a></p>

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4 16 <sup>th</sup> Sep	<p>(Lesson 1) To understand the distinction between strategy and tactics.</p> <p>To learn about the links between mission, corporate objectives and strategy.</p> <p>To learn about the impact of strategic decision making on functional decision making.</p> <p>(Lesson 2)</p> <p>To understand the value of SWOT analysis.</p>	<p>Mission &gt; Aims (vision) &gt; Corporate Obj &gt; Strategy &gt; Functional Area Decisions And having all these coordinated.</p> <p>Review from the summer</p> <p>This technique should be pitched as a great way to analyse the strategic position of a company so that future decisions can be assessed within a detailed context.</p> <p>The new textbook has a great page on the value of SWOT analysis ie its <b>benefits and limitations</b>.</p> <p>Use pro-study for the students to complete a SWOT and then focus on value of SWOT analysis ie its <b>benefits and limitations</b>. Second half</p>	<p>News articles – spot the strategic, operational and tactical decision</p> <p><b>Planned Study:</b> Task 3 Complete 1-8 (or fewer) of the knowledge based questions from Chapter 4</p> <p>Exam Q Practice: 2019, P2, Q2.3, 16 marks 2019, P3, Q6, 24 marks</p>	<p>Reading: Chp 25 P335-336 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a> Corporate strategy Mission and Aims</p> <p>Resources: RR objective and functional obj exercise <a href="#">Sharepoint file</a></p> <p>Reading: Chp 25 P337-339 Surridge and Gillespie</p> <p>Resources: Panda Wok – Case <a href="#">here</a> <a href="#">Sharepoint file</a></p>

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5 23 <sup>RD</sup> Sept Oct	<p>To learn about the impact of changes in the <b>political</b> environment on strategic and functional decision making.</p> <p>&amp;</p> <p>To learn about the impact of changes in the <b>legal</b> environment on strategic and functional decision making.</p> <p>The political and legal environment should include a broad understanding of the scope and effects of laws related to competition, the labour market and environmental legislation.</p> <p>The impact of government policy related to enterprise, the role of regulators, infrastructure, the environment and international trade.</p>	<p>The impact of UK and Government policy related to:</p> <ul style="list-style-type: none"> <li>• enterprise,</li> <li>• the role of regulators,</li> <li>• infrastructure,</li> <li>• the environment and</li> <li>• international trade.</li> </ul> <p>Needless to say BREXIT will still be relevant here but there will be lots to say on how the government has put in regulations and laws regarding Covid and new government change in 2024.</p> <p>The legal environment should include a broad understanding of the scope and effects of UK and EU law related to</p> <ul style="list-style-type: none"> <li>• competition,</li> <li>• the labour market</li> <li>• and environmental legislation.</li> </ul>	<p>Consider what all these factors are and what they cover. How, and to what extent, do they affect specific businesses.</p> <p>Students could produce a continuum for each factor. Businesses affected a great deal to those affect not at all.</p> <p>Consider what all these factors are and what they cover. How, and to what extent, do they affect specific businesses.</p> <p>Students could investigate a different area in groups and produce a summary.</p> <p>Recent events in the 'gig' economy would be a topical area to use.</p> <p>Also – things like regulations – eg Pay Day Lenders or UBER having to regard drivers as employed</p> <p>Maybe create a Tarsia, Wordsearch etc</p> <p><b>Planned Study:</b> Task 5 Read 'The Winter of Discontent case Study' – similarities to today</p>	<p>Reading: Chp 28 P389-401 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a> Political decisions and trade Intervention v's Laissez Faire</p> <p>Resources: <a href="#">Covid article – 19<sup>th</sup> July changes</a> – just one possible article to show regulations from government. <a href="#">Sharepoint file</a></p> <hr/> <p>Reading: Chp 28 P401-408 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes</a> Legislation – Employment Legislation – Impact on Business</p> <p>Resources: <a href="#">Sharepoint file</a></p>

6	KA1 – Exam Style Q's from A2 new and AS (2hrs) Complete in double or split over two teachers.			
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7 16 <sup>th</sup> Oct	(1hr) To learn about the impact of changes in the UK and the global economic environment on strategic and functional decision making.	<p>Economic factors to include:</p> <ul style="list-style-type: none"> <li>• GDP</li> <li>• exchange rates</li> <li>• inflation</li> <li>• Taxation</li> <li>• fiscal and monetary policy</li> <li>• more open trade vs protectionism.</li> </ul> <p><b>Do GDP this week</b></p> <p>Learners should be able to understand economic data, interpret changes in economic data for the UK, the European Union and globally, and consider the implications of such changes for business.</p>	<p>Maybe a big poster of GDP over time (and other variables?) and labelling the major incidents. RR has data</p> <p>Build up a trade cycle model – RR has a grid to fill in. Circular flow of income?</p> <p><b>Planned Study:</b> Task 6 Exchange Rates</p>	<p>Reading: Chp 29 P410-413 Surridge and Gillespie</p> <p><u><a href="#">Sharepoint Quizzes:</a></u> Business Cycle Business in recession Response to economic downturn Business strategy with Macro Economics Economic growth Unemployment</p> <p>Resources: <u><a href="#">Sharepoint file</a></u> RR data file Economy file <u><a href="#">GDP article</a></u> Winter of Discontent – historical case study – <u><a href="#">here</a></u></p>

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7 con... 16 <sup>th</sup> Oct	<p>To learn about the impact of changes in the UK and the global economic environment on strategic and functional decision making. (Week 2)</p> <p><b>Exchange rates</b></p>	<p>Move on to <b>Exchange Rates</b></p> <ul style="list-style-type: none"> <li>• Why companies need to buy foreign currency.</li> <li>• What are the effects of ER movements on business.</li> <li>• Can businesses insulate themselves against it?</li> <li>• What decisions can they make?</li> </ul>	<p>Look at how the exchange rates have moved in recent years. Gradual or shocks. Can any causes be identified?</p> <p>Make sure learners can do the calculations to show the effects.</p> <p>How have these movements affected different businesses?</p> <p>Winners and losers. How have they reacted?</p> <p><b>Planned Study:</b> Task 7 Look up inflation round the world to get comparative rates. Also look up UK history.</p>	<p>Reading: Chp 29 P413-415 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a> Exchange Rates</p> <p>Resources: BBC – Markets data – <a href="#">shares and exchange rates</a> Core Skills: Exchange Rate calculations <a href="#">Sharepoint file</a></p>

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8 6 <sup>th</sup> Nov	<p>Recap Exchange rates and or finish. (As above)</p> <p>To learn about the impact of changes in the UK and the global economic environment on strategic and functional decision making. (Week 3)</p> <p><b>Inflation</b></p>	<p>Move on to Inflation and Taxation (although taxation may be included under Fiscal Policy)</p> <p>Inflation:</p> <ul style="list-style-type: none"> <li>• How is it measured?</li> <li>• What are the effects on a business (positive and negative).</li> <li>• REAL increases in wages as a sticking point.</li> <li>• Deflation and its risks</li> </ul> <p>Tax? (may be done under fiscal policy) Different types.</p>	<p>Could look up some wage disputes that are occurring in the present climate</p> <p><b>Planned Study:</b> Task 8 Fiscal and Monetary Policy</p>	<p>Reading: Chp 29 P416-418 Surridge and Gillespie</p> <p><u><a href="#">Sharepoint Quizzes:</a></u> Inflation</p> <p>Resources: CIA website – <u><a href="#">world factbook</a></u> <u><a href="#">Sharepoint file</a></u> BBC – <u><a href="#">inflation article</a></u></p> <p>Core Skills: Understanding ‘real’ increases - numeracy</p>

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9 13 <sup>th</sup> Nov	<p>To learn about the impact of changes in the UK and the global economic environment on strategic and functional decision making. (Week 4)</p> <p><b>Fiscal and Monetary Policy</b></p>	<p>Move on to Fiscal and Monetary Policy</p> <p><b>Fiscal Policy:</b></p> <ul style="list-style-type: none"> <li>• What is this?</li> <li>• What does it contain?</li> <li>• How is it used?</li> <li>• Impacts on business and the economy</li> <li>• Effectiveness? Eg Tax avoidance</li> </ul> <p><b>Monetary Policy:</b></p> <ul style="list-style-type: none"> <li>• What is this?</li> <li>• What does it contain?</li> <li>• How is it used?</li> <li>• Impacts on businesses and the economy</li> <li>• Effectiveness? Now</li> </ul>	<p>Consider how the weapons of fiscal and monetary policy can be linked to the variables already taught to manage the economy.</p> <p>Ficals and Monetary Policy quiz – lesson starter?  <a href="https://www.tutor2u.net/business/topics/fiscal-policy">https://www.tutor2u.net/business/topics/fiscal-policy</a></p> <p><b>Planned Study:</b> Task 9 Protectionism and Globalisation</p>	<p>Reading: Chp 29 P419-426 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a> Government Economic Policy Interets Rates</p> <p>Resources: RR has a 'big grid' of how all the different economic variables affect each other Tutor2u <a href="#">Sharepoint file</a></p>

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10 4 <sup>th</sup> Dec	To learn about the impact of the social environment on strategic and functional decision making.	Social changes to include demographic changes and population movements such as: <ul style="list-style-type: none"> <li>• migration</li> <li>• changes in consumer lifestyle and buying behaviour</li> <li>• the growth of online businesses.</li> </ul>		Reading: Chp 30 P437-447 Surridge and Gillespie  <a href="#">Sharepoint Quizzes:</a> Changing the Social Environment  <b>Resources:</b> <a href="#">Sharepoint file</a> e-commerce research file Bottom line – how to save retail <a href="http://www.bbc.co.uk/programmes/b01qwj0b">http://www.bbc.co.uk/programmes/b01qwj0b</a>  Core Skills: Exam skills



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11	To learn about the pressures for socially responsible behaviour.	<p>The social environment to include Corporate Social Responsibility (CSR) and:</p> <ul style="list-style-type: none"> <li>• the reasons for and against CSR</li> <li>• the difference between the stakeholder v shareholder concept</li> </ul> <p>Carroll's Corporate Social Responsibility pyramid.</p>	<p>Stakeholders and stakeholder mapping recap</p> <p>Investigate companies and their Corporate Social Responsibility report (if they have one)</p> <p>Analyse a business from their reports and web site and news in terms of Carroll's Pyramid</p> <p><b>Planned Study:</b> Task 13 Technological Change</p>	<p>Reading: Chp 30 p447-452 Surridge and Gillespie</p> <p><u><a href="#">Sharepoint Quizzes:</a></u> Changing the ethical environment Busines ethics Carroll's Pyramid Stakeholder perspectives</p> <p>Resources: <u><a href="#">Sharepoint file</a></u> CSR file from the research theme <u><a href="#">Who Cares Wins -extract</a></u> Annual Reports Library - <u><a href="#">sharepoint</a></u> Company websites and CSR reports Powerpoint – CSR dilemmas</p> <p><b>Progress Reviews – Lead Teacher Input</b></p>

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12	To learn about the impact of the technological environment on strategic and functional decision making.	<p>Technological change should include the impact of technological change on functional areas and strategy.</p> <p>AI /ERP (Enterprise resource planning)</p>	<p>Consider changes of technology on specific businesses.</p> <p>Prep or work on Robert's Media case – going online magazine</p> <p>Data response p455 Marcoué</p> <p><b>Planned Study:</b> Task 14: CPA</p>	<p>Reading: Chp 30 P453-458 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a> Technological Change</p> <p><b>Resources:</b> RR mind map <a href="#">Sharepoint file</a></p>
13	<p><b>Assessment Mock 1</b> (Paper 1) 2024 and 2023 mix to allow for content leaned so far.</p>			

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14	<p>The pressures to adopt digital technology.</p> <p>The value of digital technology.</p> <p>To learn about the impact of digital technology on the functional areas of the business.</p> <p>Try and start CPI</p>	<p>Digital technology should include</p> <ul style="list-style-type: none"> <li>• automation</li> <li>• ecommerce</li> <li>• big data and</li> <li>• data mining.</li> </ul>	<p>Use of e-commerce essay from 2016</p> <p>Mind Maps ofn the e-commerce issues</p> <p>Alibaba case study</p> <p>Good questions at the end of the chapter</p>	<p>Reading: Chp 38 p551-559 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a> Digital Technology</p> <p>Resources: <a href="#">Sharepoint file</a> RR e-commerce file Digital Tech essay =</p> <p>Lesson Starters: <a href="#">Digital Technology Lesson 1.pptx</a> <a href="#">Digital Technology Lesson 2.pptx</a></p>

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15 & 16  EOT 18 <sup>th</sup> of Dec	<p>To understand the value of network analysis in strategic implementation.            Network diagrams continued            (3 hrs)</p> <p>Try and start changes in scale or squeeze in in Jan.</p> <p>NEW Unit</p> <p>Changes in Scale</p> <p>The reasons why businesses grow or retrench</p> <p>The difference between organic and external Growth.</p>	<p>Network analysis to include:</p> <ul style="list-style-type: none"> <li>• understanding and interpreting network diagrams</li> <li>• amendment of network diagrams</li> <li>• identifying the critical path and total float.</li> </ul> <p>Review/revision of summer work            Drawbacks and benefits of networks.</p> <p>Types of growth to include organic and external.</p>	<p>Completing network diagrams and coping with changes.            Case study questions involving networks            Drawing network diagrams for each other.</p> <p><b>Planned Study 15:</b>            Produce a network diagram – class competition?            Produce a network for a friend.            Beat the teacher? Limit on the activities to 20            They must have a fully worked solution</p> <p><b>Planned Study:</b>            Task 16: Growth</p> <p>Researching businesses for examples of organic and external growth.            (Innocent, Costa, Santander, Kraft, Apple, GSK, Tesco)</p>	<p>Reading Chp 41 P590-594 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a>            CPA</p> <p>Resources:  <a href="#">Sharepoint file</a>            Sharepoint - videos</p> <p>Core Skills: Numeracy</p> <p>Lesson Starters:  <a href="#">Network analysis lesson 1.pptx</a>  <a href="#">Network analysis lesson 2.pptx</a>  <a href="#">Network analysis lesson 3.pptx</a>  <a href="#">Network analysis lesson 4.pptx</a></p>

			<p>Analysing case studies of businesses for evidence of these benefits and problems.</p>	<p>Reading Chp 41 P590-594 Surridge and Gillespie</p> <p><a href="#">Sharepoint file</a></p> <p>Resources: Core Skills: Numeracy Chocolatiers Q1 and Q3</p> <p>Reading: Chp 35 P1508-513 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a> Economies and Diseconomies of scale Changes in organisational size</p> <p>Resources: <a href="#">Sharepoint file</a> Stagecoach p508 Marcousé</p> <p><b>Lesson Starters:</b> <a href="#">Growth Lesson 2.pptx</a> <a href="#">Reasons for Growth Lesson 1.pptx</a> <a href="#">Reasons for Growth Lesson 2.pptx</a></p>
			<p>Christmas Break</p>	

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17	<p>Methods and Types of growth</p> <p>To assess methods and types of growth.</p>	<p>Methods of growth to include mergers, takeovers, joint ventures, franchising.</p> <p>Types of growth to include vertical (backward and forward), horizontal and conglomerate integration.</p> <p>Pros (including the strategic rationale) and cons of the different methods.</p> <p>Does assessing methods of growth mean assessing them in terms of success?</p>	<p>RR Grids on takeovers and mergers – the impact (pros and cons) on different stakeholders</p> <p>Could look at Takeovers and Mergers through Ansoff's matrix.</p> <p>Could look at specific Takeovers or mergers that have done well or been a flop. (Tata + JLR, Daimler + Chrysler Merger)</p> <p>A debate on the pros and cons of franchising</p> <p><b>Planned Study:</b> Task 19 Retrenchment</p>	<p>Reading: Chp 35 P516-519 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a> Takeovers and Mergers</p> <p><b>Resources:</b> <a href="#">Sharepoint file</a> RR file Research theme file and the key questions in there</p> <p>Lesson Starters: <a href="#">Types of Growth Lesson 1.pptx</a></p>

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18	To learn about how to manage issues caused by growth.	Issues with growth should include: <ul style="list-style-type: none"> <li>• economies of scale (including technical, purchasing and managerial)</li> <li>• economies of scope</li> <li>• diseconomies of scale</li> <li>• synergy</li> <li>• overtrading</li> </ul>	MC Questions <a href="https://www.tutor2u.net/business/reference/greiners-growth-model-revision-quiz">https://www.tutor2u.net/business/reference/greiners-growth-model-revision-quiz</a>  <b>Planned Study:</b> Task 18 Mergers and Takeovers	Reading: Chp 35 P515-516 Surridge and Gillespie  <a href="#">Sharepoint Quizzes:</a> Growth  Resources: <a href="#">Sharepoint file</a> Tutor2u MC quiz P509 Marcousé Essay linked to Greiner C1  Lesson Starters: <a href="#">managing growth Lesson 1.pptx</a> <a href="#">managing growth Lesson 2.pptx</a>

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19	<p>Methods and Types of growth</p> <p>To assess methods and types of growth.</p> <p><b>Condense?</b></p>	<p>Methods of growth to include mergers, takeovers, joint ventures, franchising.</p> <p>Types of growth to include vertical (backward and forward), horizontal and conglomerate integration.</p> <p>Pros (including the strategic rationale) and cons of the different methods.</p> <p>Does assessing methods of growth mean assessing them in terms of success?</p>	<p>RR Grids on takeovers and mergers – the impact (pros and cons) on different stakeholders</p> <p>Could look at Takeovers and Mergers through Ansoff's matrix.</p> <p>Could look at specific Takeovers or mergers that have done well or been a flop. (Tata + JLR, Daimler + Chrysler Merger)</p> <p>A debate on the pros and cons of franchising</p> <p><b>Planned Study:</b> Task 19 Retrenchment</p>	<p>Reading: Chp 35 P516-519 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a> Takeovers and Mergers</p> <p><b>Resources:</b> <a href="#">Sharepoint file</a> RR file Research theme file and the key questions in there</p> <p>Lesson Starters: <a href="#">Types of Growth Lesson 1.pptx</a></p>



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20	<p>To understand the reasons why businesses retrench.</p> <p>To learn about how to manage issues caused by retrenchment.</p> <p>To learn about the impact of growth and retrenchment on the functional areas of the business.</p>	<p>Retrenchment means cutting back</p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Finance</li> <li>• HR</li> <li>• Operations</li> </ul>	<p>Investigate Thomas Cook and their issues and why this led to retrenchment. Could then explain that cutting back is easier than building a business and hence they still went bust.</p> <p>Discussion of 'furlough' or 'mothballing'. Short-term v permanent cut backs.</p> <p>Use Kingfisher case p194 of Marcouse (year 2) book.</p> <p><b>Planned Study:</b> Task 20 Internationalisation</p>	<p>Reading: Chp 35 P516-519 Surridge and Gillespie</p> <p><a href="#">Sharepoint file</a></p> <p>Resources:</p> <p><b>Assignment: Mock 2 = Full 2 Hours in class (Paper 2)</b></p> <p><b>Lesson Starters:</b> <a href="#">retrenchment Lesson 1.pptx</a> <a href="#">retrenchment Lesson 2.pptx</a></p>

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21	<p>Assessing globalisation and internationalisation. Unit 9</p> <p>To understand reasons for greater globalisation of business.</p> <p>To learn about the importance of globalisation for business. (positive and negative impacts or difficulties)</p>	<p>Include Trade and protectionism in this section</p> <p>This is due to</p> <ul style="list-style-type: none"> <li>• More free trade agreements</li> <li>• Falling cost of transport and communication</li> <li>• The general benefits it brings to all</li> <li>• Bigger companies exist</li> <li>• Increase of incomes</li> </ul> <ul style="list-style-type: none"> <li>✓ Increased revenue and profit</li> <li>✓ Cheaper resources</li> <li>✓ Economies of scale</li> <li>✓ Developing products to fit each market</li> </ul> <ul style="list-style-type: none"> <li>▪ More competition – prices, new entrants</li> <li>▪ Increased need for investment</li> </ul> <p>Threat of takeover</p>	<p>Investigate businesses that have gone international and global. Successes and failures. What did they do? Why did it work/fail?</p> <p>Use Japanese Tobacco international p111 S+G Textbook</p> <p>Discussion on the tit for tat reactions to Trump tariffs.</p> <p><b>Planned Study:</b> Task 10 Emerging Markets</p>	<p>Reading: Chp 29 P427-437 Surridge and Gillespie</p> <p><u><a href="#">Sharepoint Quizzes:</a></u> Globalisation of markets Global location Global sourcing</p> <p>Resources: <u><a href="#">Sharepoint file</a></u> Textbook <u><a href="https://www.wto.org/english/res_e/statis_e/wts2017_e/wts17_toc_e.htm">https://www.wto.org/english/res_e/statis_e/wts2017_e/wts17_toc_e.htm</a></u></p> <p><u><a href="#">World Trade Organisation website</a></u> Protectionism essay - ppq</p> <p>Core Skills: Essay skills</p>
22	<p><b>A Level Mock Week (No teaching)</b></p>			

	<b>SPECIFICATION</b>	<b>CONTENT/AMPLIFICATION</b>	<b>Planned Study Teaching and Learning Strategies Checks on Learning</b>	<b>Reading Sharepoint Resources Core Skills Assignments</b>
23	<p>Assessing globalisation and internationalisation. Unit 9</p> <p>To learn about reasons for targeting, operating in and trading with international markets.</p> <p>To understand factors influencing the attractiveness of international markets.</p> <p>To learn about reasons for producing more and sourcing more resources abroad.</p> <p>To learn about influences on buying from, selling to and producing abroad.</p>	<p>Targeting overseas markets may include being a multinational.</p> <p>Causes:</p> <ul style="list-style-type: none"> <li>• Trade agreements</li> <li>• Technology</li> <li>• Transportation costs</li> </ul> <p>Attractive because</p> <ul style="list-style-type: none"> <li>• Large population</li> <li>• Spread risk (but think Ansoff too!)</li> <li>• Size and growth of markets</li> <li>• Costs of entering</li> <li>• Macro environment</li> <li>• Cultural similarity to UK</li> <li>• Level of competition</li> <li>• Perceived risk</li> <li>• The need to adapt to local tastes</li> <li>• Resources required</li> </ul> <p>Decisions regarding producing overseas include off-shoring and re-shoring.</p>	<p>Putting examples to the textbook theory (examples both in terms of the markets and companies)</p> <p>McDonalds exercise p215 S+G</p> <p>Marcousé p549</p> <p><b>Planned Study:</b> Task 21 Ways of entering int markets</p>	<p>Reading: Chp 37 P535-539 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a></p> <p>Resources: <a href="#">Sharepoint file</a> RR China file <a href="http://www.ey.com/Publication/vwLUAssets/EY-attractiveness-africa-2014/\$FILE/EY-attractiveness-africa-2014.pdf">http://www.ey.com/Publication/vwLUAssets/EY-attractiveness-africa-2014/\$FILE/EY-attractiveness-africa-2014.pdf</a> Ernst &amp; Young Africa attractiveness survey</p> <p><b>Lesson Starter:</b> <a href="#">internationalisation Lesson 1.pptx</a> <a href="#">internationalisation Lesson 2.pptx</a></p>

WEEK	SPECIFICATION	CONTENT/AMPLIFICATION	Planned Study Teaching and Learning Strategies Checks on Learning	Reading Sharepoint Resources Core Skills Assignments
24	<p>To learn about ways of entering international markets and value of different methods.</p> <p>To learn about managing international business.</p>	<p>Methods of entering international markets include:</p> <ul style="list-style-type: none"> <li>• export</li> <li>• licensing</li> <li>• alliances</li> <li>• direct investment.</li> </ul> <p>Managing international business include:</p> <ul style="list-style-type: none"> <li>• pressure for local responseiveness</li> <li>• Pressure for cost reduction.</li> </ul>	<p>Consider some case studies of businesses that have done it. Eg</p> <p><b>Planned Study:</b> Task 22 TBC</p>	<p>Reading: Chp 37 P539-543 Surridge and Gillespie</p> <p><a href="#">Sharepoint file</a></p> <p>Resources: RR China file</p> <p>Lesson Starters: <a href="#">Entering international markets Lesson 1.pptx</a> <a href="#">Entering international markets Lesson 2.pptx</a></p> <p>Lesson Starters: <a href="#">Managing international markets Lesson 1.pptx</a> <a href="#">Managing international markets Lesson 2.pptx</a></p>

WEEK	SPECIFICATION	CONTENT/AMPLIFICATION	Planned Study Teaching and Learning Strategies Checks on Learning	Reading Sharepoint Resources Core Skills Assignments
25	<p>To understand the risks of internationalisation and the impact of internationalisation for the functional areas of the business.</p> <p>Might be generous on time here so take opportunity to do skills building.</p>	<p>A great deal of this may have been covered already</p> <ul style="list-style-type: none"> <li>• Cultural differences</li> <li>• Differences in negotiating and decision-making style</li> <li>• Ethical standards</li> <li>• Anti-globalisation feelings</li> </ul> <p>Political and economic instability</p>	<p>Use Case Study examples as a focus.</p> <p><b>Planned Study:</b> Task 24 Data response focus - revision</p>	<p>Reading: Chp 37 P546-547 Surridge and Gillespie</p> <p>Lesson Starters: <a href="#">risks of international markets Lesson 1.pptx</a> <a href="#">risks of international markets Lesson 2.pptx</a></p>

WEEK	SPECIFICATION	CONTENT/AMPLIFICATION	Planned Study Teaching and Learning Strategies Checks on Learning	Reading Sharepoint Resources Core Skills Assignments
26 17 <sup>th</sup> March	<p>To learn about the pressures of innovation.</p> <p>To understand the value of innovation.</p> <p>To learn about ways of becoming an innovative organisation.</p> <p>To learn about how to protect innovation and intellectual property.</p> <p>To learn about the impact of an innovation strategy on the functional areas of the business.</p>	<p>Types of innovation should include product and process innovation.</p> <p>Internal and external pressures PEST-C analysis</p> <p>Ability to add value Pace of change Don't be a Kodak or a Nokia</p> <p>Ways of becoming innovative include:</p> <ul style="list-style-type: none"> <li>• Leadership</li> <li>• listening</li> <li>• kaizen</li> <li>• research and development</li> <li>• intrapreneurship</li> <li>• benchmarking.</li> </ul> <p>Ways of protecting intellectual property include patents and copyrights.</p>	<p>Some of the questions from the book are also interesting</p> <p>Class discussion Discuss – does innovation always require a large investment?</p> <p>Always interesting to look at the data table I have on Japanese car makers – good for Kaizen</p> <p><b>Planned Study:</b> Task 26 Revision</p> <p>RR activities – laminated cards round the room all to do with IP</p> <p>Business in Focus exercise on Patents p204</p>	<p>Reading: Chp 36 P523-530 Surridge and Gillespie</p> <p><a href="#">Sharepoint Quizzes:</a> Innovation – purpose, costs and risks Research and Development</p> <p>Resources: <a href="#">Sharepoint file</a> Innovation essay</p> <p>Lesson Starter: <a href="#">innovation Lesson 1.pptx</a> <a href="#">innovation Lesson 2.pptx</a></p> <p>Reading: Chp 36 P530-533 Surridge and Gillespie</p> <p><a href="#">Sharepoint file</a></p> <p>Lesson Starters: <a href="#">Intellectual properties lesson 1.pptx</a> <a href="#">Intellectual properties lesson 2.pptx</a></p>

End of SOW

27	Mock Paper 3			
28				
<b>Easter Break</b>				
29				
30				
31				
32				
<b>2A Study Leave</b>				