	Year 13 A-L	evel Business Curriculu	ım Sequence		
•			nd creative skills that	will give them the oppo	ortunities to succeed
Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
3.8.1 Strategic direction: choosing which markets to compete in and what products to offer	3.9.1 Assessing a change in scale	3.9.3 Assessing internationalisation	3.9.4 Assessing greater use of digital technology	Revision of all Units in 3.1, 3.3, 3.4, 3.8 and 3.9	
3.8.2 Strategic positioning: choosing how to compete	3.9.2 Assessing innovation		Revision of all Units in 3.1, 3.3, 3.4, 3.8 and 3.9		
Factors influencing	The reasons why	Reasons for	The pressures to		
which markets to compete in and which products to offer, Strategic direction to include the Ansoff matrix and value of: • market penetration • market development • new product development • diversification. The reasons for choosing and value	businesses grow or retrench Types of growth to include organic and external. The difference between organic and external growth How to manage and overcome the problems of growth or retrenchment Issues with growth should include: • economies of scale	targeting, operating in and trading with international markets Methods of entering international markets include: • export • licensing • alliances • direct investment. Factors influencing the attractiveness of international markets Reasons	adopt digital technology Digital technology should include e- commerce, big data, data mining and enterprise resource planning (ERP). The value of digital technology The impact of digital technology on the functional areas of the business		
	Autumn Term 1 3.8.1 Strategic direction: choosing which markets to compete in and what products to offer 3.8.2 Strategic positioning: choosing how to compete Factors influencing which markets to compete in and which products to offer, Strategic direction to include the Ansoff matrix and value of: • market penetration • market development • new product diversification. The reasons for choosing and value	aim is to inspire and develop students with dig d find fulfilment in the fast-paced world withinAutumn Term 1Autumn Term 23.8.1 Strategic direction: choosing which markets to compete in and what products to offer3.9.1 Assessing a change in scale3.8.2 Strategic positioning: choosing how to compete3.9.2 Assessing innovationFactors influencing which markets to compete3.9.2 Assessing innovationFactors influencing which markets to competeThe reasons why businesses grow or retrench Types of growth to include organic and external. The difference between organic and external growth How to manage and value of: • market penetration • market development • new product diversification. The reasons for choosing and valueThe reasons why businesses grow or retrench Types of growth to include organic and external growth How to manage and overcome the problems of growth or retrenchment Issues with growth should include: • economies of scale	aim is to inspire and develop students with digital, entrepreneurial a d find fulfilment in the fast-paced world within which they live.Autumn Term 1Autumn Term 2Spring Term 13.8.1 Strategic direction: choosing which markets to compete in and what products to offer3.9.1Assessing a change in scale3.9.3 Assessing internationalisation3.8.2 Strategic positioning: choosing how to compete3.9.2 Assessing innovation3.9.2 Assessing internationalisationFactors influencing which markets to competeThe reasons why businesses grow or retrench Types of growth to include direction to include the Ansoff matrix and value of: •The reasons why businesses grow or retrench Types of organic and external. The market How to manage and value of: •Reasons for targeting, operating in and trading with international markets include: • export • licensing • and overcome the new product development • eresons for choosing and valueThe reasons why businesses grow or retrench Types of growth to include organic and external growth or retrenchment lissues with growth should include: • export • licensing • and overcome the new product development • choosing and valueThe reasons of scale	Autumn Term 1Autumn Term 2Spring Term 1Spring Term 13.8.1 Strategic direction: choosing which markets to compete in and what products to offer3.9.1 Assessing a.9.1 Assessing a.9.3 Assessing internationalisation3.9.4 Assessing greater use of digital technology3.8.2 Strategic positioning: choosing how to compete in and which markets to compete3.9.2 Assessing innovation3.9.4 Assessing greater use of digital technologyFactors influencing which markets to compete in and which markets to compete in and which products to offer, Strategic direction to include the Ansoff matrix and value of: • market evelopment • new product development • new product diversification. The resons for choosing and valueThe reasons why businesses grow or retrench Types of organic and external. The difference between or granic and external growth how to manage and overcome the new product tevelopment • new product development • new product diversification. The reasons for choosing and valueThe reasons of scaleThe pressures to targeting, operating in and trading with international markets include: • export • licensing • alliances • direct investment. Factors influencing the attractiveness of international markets Reasons or the functional areas of the businessSpring Term 1 Spring Term 1 S	aim is to inspire and develop students with digital, entrepreneurial and creative skills that will give them the opportd find fulfilment in the fast-paced world within which they live.Autumn Term 1Autumn Term 2Spring Term 1Spring Term 2Summer Term 13.8.1 Strategic3.9.1Assessing a3.9.3 Assessing3.9.4 Assessinggreater use ofin 3.1, 3.3, 3.4, 3.8direction: choosing which markets to compete in and what products to offer3.9.2 AssessinginternationalisationRevision of all Units3.8.2 Strategic positioning: choosing how to compete3.9.2 AssessingRevision of all Unitsinnovationin 3.1, 3.3, 3.4, 3.8which markets to competeThe reasons why businesses grow or retrench Types of growth to includeReasons for targeting, operating in and tracting with international international markets MethodsThe pressures to adopt digital technology Digital include e- commerce, big difference between of and overcome the new productThe reasons why growth to includeThe pressures to adopt digital technology should include e- commerce, big data, data mining and enterprise resource planning (ERP). The value of digital technology• market development • new productand overcome the problems of growth should include: •influencing the alliances • direct influencing the alliances • direct influencing the alliances • direct influencing the alliances • find or areas of the

 			 	ſ
for strategic	technical,	and sourcing more		
direction	purchasing and	resources abroad		
	managerial) •	Decisions regarding		
How to compete in	economies of scope	producing overseas		
terms of benefits	 diseconomies of 	include off-shoring		
and price Strategic	scale • the	and re-shoring.		
positioning to	experience curve •	Ways of entering		
include: • Porter's	synergy •	international		
low cost,	overtrading. Issues	markets and value		
differentiation and	with managing	of different		
focus strategies •	growth should	methods Targeting		
Bowman's strategic	include Greiner's	overseas markets		
clock. Influences on	model of growth.	may include being		
the choice of a	The impact of	a multinational.		
positioning strategy	growth or	Influences on		
The value of	retrenchment on	buying, selling and		
different strategic	the functional	producing abroad		
positioning	areas of the	Managing		
strategies The	business Assessing	international		
benefits of having a	methods and types	business including		
competitive	of growth Methods	pressures for local		
advantage The	of growth to	responsiveness and		
difficulties of	include mergers,	pressures for cost		
maintaining a	takeovers,	reduction		
competitive	ventures,	Managing		
advantage	franchising. Types	international		
	of growth to	business includes		
	include vertical	Bartlett and		
	(backward and	Ghoshal's		
	forward),	international,		
	horizontal and	multidomestic,		
	conglomerate	transnational and		
	integration.	global strategies.		
	The pressures for	The impact on		
	innovation Types of	internationalisation		

innovation should	for the functional		
include product	areas of the		
and process	business		
innovation. The	buonness		
value of innovation			
The ways of			
becoming an			
innovative			
organisation Ways			
of becoming			
innovative include:			
Kaizen research			
and development •			
intrapreneurship •			
benchmarking.			
How to protect			
innovation and			
intellectual			
property Ways of			
protecting			
intellectual			
property include			
patents and			
copyrights. The			
impact of an			
innovation strategy			
on the functional			
areas of the			
business.			