

Year 13 A-Level Business Curriculum Sequence

Subject Intent: Our aim is to inspire and develop students with digital, entrepreneurial and creative skills that will give them the opportunities to succeed with confidence and find fulfilment in the fast-paced world within which they live.

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Big idea/Theme	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	
Big Idea/Theme	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		
Big idea/Theme						
Knowledge that needs to stick	Factors influencing which markets to compete in and which products to offer, Strategic direction to include the Ansoff matrix and value of: <ul style="list-style-type: none"> • market penetration • market development • new product development • diversification. The reasons for choosing and value of different options 	The 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 overcome the problems of growth or retrenchment Issues with growth should include: <ul style="list-style-type: none"> • economies of scale (including 	Reasons for targeting, operating in and trading with international markets Methods of entering international markets include: <ul style="list-style-type: none"> • export • licensing • alliances • direct investment. Factors influencing the attractiveness of international markets Reasons for producing more 	The pressures to 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		

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

		<p>innovation should include product and process innovation. The value of innovation</p> <p>The ways of becoming an innovative organisation</p> <p>Ways of becoming innovative include:</p> <ul style="list-style-type: none">• Kaizen• research and development• intrapreneurship• benchmarking. <p>How to protect innovation and intellectual property</p> <p>Ways of protecting intellectual property include patents and copyrights. The impact of an innovation strategy on the functional areas of the business.</p>	<p>for the functional areas of the business</p>			
--	--	---	---	--	--	--