

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"> <li>• market penetration</li> <li>• market development</li> <li>• new product development</li> <li>• diversification. The reasons for</li> </ul> | 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"> <li>•</li> </ul> | Reasons for targeting, operating in and trading with international markets Methods of entering international markets include: <ul style="list-style-type: none"> <li>• export</li> <li>• licensing</li> <li>• alliances</li> <li>• direct investment. Factors influencing the attractiveness of international</li> </ul> | 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 |   |               |

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|  | <p>choosing and value of different options 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</p> <p>The value of different strategic positioning strategies The benefits of having a competitive advantage The difficulties of maintaining a competitive advantage</p> | <p>economies of scale (including 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</p> | <p>markets Reasons for producing more 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,</p> | <p>areas of the business</p> |  |  |
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|  |  | <p>conglomerate integration. The pressures for innovation Types of innovation should include product and process innovation. The value of innovation The ways of becoming an innovative organisation Ways of becoming innovative include:</p> <ul style="list-style-type: none"> <li>• Kaizen</li> <li>• research and development</li> <li>• intrapreneurship</li> <li>• benchmarking.</li> </ul> <p>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</p> | <p>transnational and global strategies. The impact on internationalisation for the functional areas of the business</p> |  |  |  |
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| Demonstration of Knowledge (Assessment)      | Mini formative assessments on each topic to check understanding   | Mini formative assessments on each topic to check understanding<br>End of Term test (PPE)  | Mini formative assessments on each topic to check understanding   | Mini formative assessments on each topic to check understanding   | Preparation for A Level exams. |  |
| Links to key stage 2/ prior knowledge needed | Link to 3.3 topics  | Link to 3.4 topics   | Link to 3.4 topics  |   |                                |  |
| Skill set development                        | To be able to analyse how businesses decide on a strategic decision to grow their company through the use of Ansoff's matrix, evaluating the benefits and drawbacks of each strategic position. This is further examined through other models such as Porter's Generic Strategies and Bowman's strategic clock. | To be able to evaluate how a business changing in scale can affect the working culture and requirements within the company, and how external factors can also have an impact on business growth. This section predominantly uses Grenier's Growth model to illustrate the different crisis stages, and student will have to evaluate how businesses navigate | To be able to evaluate how internationalisation provide benefits and drawbacks to a business and how this affects the scale of which a business can operate in. Students will also evaluate and justify how other external factors in a political spectrum will have an impact on operations. | To be able to analyse how e-commerce has shaped how business operate on a digital platform and enhanced sales and types of advertising. To be able to justify how big data can inform businesses on how they can target specific customers and enhance customer service techniques. |                                |  |

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|                                 |   | through these changes.   |  |  |  |  |
| Key Vocabulary (Tier 2/ Tier 3) | Ansoff matrix, market penetration, market development, new product, development, diversification, strategic clock, competitive advantage, | Organic, external growth, retrenchment, economies of scale (including technical, purchasing and managerial), economies of scope, diseconomies of scale, the experience curve, synergy, , ventures, takeover overtrading, vertical integration, horizontal integration. | Export, licensing, alliances, direct investment, off shoring, re-shoring, Grenier’s Growth model, crisis, Bartlett and Ghoshal’s international, domestic, transnational and global strategies. | e-commerce, big data, data mining and enterprise resource planning (ERP)                   |  |  |
| Reading and Oracy               | Set case study/scenario to be read through and analysed and comprehension questions asked.  | Set case study/scenario to be read through and analysed and comprehension questions asked.   | Set case study/scenario to be read through and analysed and comprehension questions asked.   | Set case study/scenario to be read through and analysed and comprehension questions asked. |  |  |
| Numeracy                        |   |  |  |  |  |  |

Opportunities

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| Careers  |  |  |  |  |  |  |
| SMSC including British Values, Culture and Diversity |  |  |  |  |  |  |
| Relationship and Sex Education and Health Education  |  |  |  |  |  |  |

Key Documents:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/908013/Relationships Education Relationships and Sex Education RSE and Health Education.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/908013/Relationships_Education_Relationships_and_Sex_Education_RSE_and_Health_Education.pdf)

<https://www.thecdi.net/write/CDI-Framework-Jan2020-web.pdf>