

Meden School Curriculum Planning							
Subject	A Level Business	Year Group	13	Sequence No.	Two	Topic	Choosing Strategic direction

Retrieval	Core Knowledge	Student Thinking
What do teachers need retrieve from students before they start teaching new content ?	What specific ambitious knowledge do teachers need teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to development of our students thinking, encouraging them to see the inequalities around them and 'do something about them!'
<p><u>Retrieval of core knowledge from AS curriculum</u> – difference between strategy and tactic.</p> <ul style="list-style-type: none"> - What is competitive advantage, market mapping and market positioning <p><i>Review of KS4 Personal finance curriculum. Students should understand the role of entrepreneurs in providing enterprising ideas, employment and taking risks to get a reward. The use of money in society, credit cards and debt, borrowing money and interest repayments. Also, an awareness of the economy and how that can affect personal finance e.g. in a Boom, inflation is high, so are interest rates and repayment charges on loans are high</i></p>	<p><u>Strategic direction: choosing which markets to compete in and what products to offer</u></p> <ul style="list-style-type: none"> • 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 development • diversification. • The reasons for choosing and value of different options for strategic direction <p><u>Strategic positioning: choosing how to compete</u></p> <ul style="list-style-type: none"> • 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>Why can't firms operate in different strategic directions?</p> <p>What would the implications be if they did this?</p> <p>Why should a firm not be 'stuck in the middle' neither being low cost nor different?</p> <p>Are there any local, national, international firms which meet this category?</p> <p>Why is a competitive advantage difficult to sustain over time?</p> <p>Are there many successful firms who have adopted a hybrid positioning strategy? What does this mean for them in the short and long term?</p>

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