

Meden School Curriculum Planning							
<b>Subject</b>	A Level Business	<b>Year Group</b>	13	<b>Sequence No.</b>	Three	<b>Topic</b>	Strategic Methods to Pursue Strategies

Retrieval	Core Knowledge	Student Thinking
What do teachers need <b>retrieve</b> from students before they start teaching <b>new content</b> ?	What <b>specific ambitious knowledge</b> do teachers need teach students in this sequence of learning?	What real life examples can be applied to this sequence of learning to <b>development of our students thinking, encouraging them to see the inequalities around them</b> and 'do something about them!'
<p>Retrieval of AS Business content:</p> <ul style="list-style-type: none"> <li>- Reasons for Business growth</li> <li>- Difference between internal and external growth</li> <li>- Review of economies of scale with links to Average cost falling</li> <li>- Integration of sectors</li> <li>- Review of operations management and key activities</li> <li>- Review of marketing and reasons for targeting a new market</li> </ul> <p>Implied knowledge of Business, Marketing from KS\$</p> <p>Review of KS4 Personal finance curriculum. Students should understand the role of entrepreneurs in providing enterprising ideas, employment and</p>	<p><b><u>Assessing a change in scale</u></b></p> <ul style="list-style-type: none"> <li>- The reasons why businesses grow or retrench</li> <li>- Types of growth to include organic and external</li> <li>- The difference between organic and external growth</li> <li>- How to manage and overcome the problems of growth or retrenchment</li> <li>- 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>- the experience curves</li> <li>- synergy</li> <li>- overtrading.</li> </ul> </li> <li>- Issues with managing growth should include Greiner's model of growth.</li> <li>- The impact of growth or retrenchment on the functional areas of the business</li> </ul> <p><b><u>Assessing methods and types of growth</u></b></p> <ul style="list-style-type: none"> <li>- Methods of growth to include mergers, takeovers, ventures, franchising</li> </ul>	<p>Using key context businesses such as Amazon and Sports Direct students can consider why those firms want to grow</p> <p>They can apply models of Greiners growth to Apple and see if it matches Apple's growth strategy</p> <p>They can consider whether all firms want to grow and whether some want to stay small and compete in a niche market</p> <p>Consider whether all firms have pressure for Innovation, or whether it is just ones who work in the tech sector? Will it affect firms in Warsop, Nottingham or London more?</p> <p>Why would a firm in Nottingham decide to trade overseas? What benefits will it derive?</p>

<p>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</p>	<ul style="list-style-type: none"> <li>- Types of growth to include vertical (backward and forward), horizontal and conglomerate integration</li> </ul> <p><b><u>Assessing innovation</u></b></p> <ul style="list-style-type: none"> <li>- The pressures for innovation</li> <li>- Types of innovation should include product and process innovation.</li> <li>- The value of innovation</li> <li>- The ways of becoming an innovative organisation</li> <li>- Ways of becoming innovative include: <ul style="list-style-type: none"> <li>- Kaizen</li> </ul> </li> </ul> <p>research and development</p> <ul style="list-style-type: none"> <li>- intrapreneurship</li> <li>- benchmarking.</li> <li>- How to protect innovation and intellectual property</li> <li>- Ways of protecting intellectual property include patents and copyrights.</li> <li>- The impact of an innovation strategy on the functional areas of the business</li> </ul> <p><b><u>Assessing internationalisation</u></b></p> <ul style="list-style-type: none"> <li>- Reasons for targeting, operating in and trading with international markets</li> <li>- Methods of entering international markets include: <ul style="list-style-type: none"> <li>- export</li> <li>- licensing</li> <li>- alliances</li> <li>- direct investment.</li> </ul> </li> </ul> <p><b><u>Factors influencing the attractiveness of international markets</u></b></p> <ul style="list-style-type: none"> <li>- Reasons for producing more and sourcing more resources abroad</li> <li>- Decisions regarding producing overseas include off-shoring and re-shoring.</li> <li>- Ways of entering international markets and value of different methods</li> <li>- Targeting overseas markets may include being a multinational.</li> <li>- Influences on buying, selling and producing abroad</li> </ul>	
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