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| **YEAR 13 A level Business 2023 AUTUMN TERM 1b**  **‘An ambitious curriculum that meets the needs of all’**  **Medium Term Planning\* - Business Decisions and strategy**  (\*One lesson per fortnight- 8 lessons in first term) | |
| **Intent** | **Pupils should be taught:**  **- PESTLE** (political, economic, social, technological, legal  and environmental)  - The changing competitive environment  -Porter’s Five Forces  **Objectives of growth:**  - to achieve economies of scale (internal and external)  - increased market power over customers and suppliers  - increased market share and brand recognition  - increased profitability  **-Problems arising from growth:**  - diseconomies of scale ,internal communication and overtrading  - **Reasons for mergers and takeovers**  - Distinction between mergers and takeovers  - Horizontal and vertical integration  - Financial risks and rewards and the Problems of rapid growth  - **Distinction between inorganic and organic growth**  - Methods of growing organically  - Advantages and disadvantages of organic growth  - **Small business survival in competitive markets**:  - product differentiation and USPs  - flexibility in responding to customer needs  - customer service and e-commerce  **Calculation of time-series analysis:**  - moving averages (three period/four quarter)  - Interpretation of scatter graphs and line of best fit  – extrapolation of past data to future  - Limitations of quantitative sales forecasting techniques |
| **Students will continue to learn Business decisions and strategy** |
| **Cross Curricular Links** | **SMSC:** Why should businesses be more socially responsible  **PSHE:**  What is the business news and how does it affect our community?  **Careers:** Job opportunities in different sectors of business  **Literacy:** Tier 3 vocabulary – integration, organic growth, overtrading, mergers, takeovers, differentiation, moving averages, quantitative, qualitative, diseconomies of scale, profitability, suppliers, brand, market share,  **Numeracy:** Financial calculations – moving average  **Digital literacy:** |
| **Differentiation** | Throughout this topic, quality first teaching will provide differentiation:  **By product:** different learners are asked to present outcomes in a different way via pieces of writing, models and drawings, a voice recording, a song, a drama presentation etc.  **By resource:**  Scaffold tasks form different abilities to allow challenge for all students.  **By Intervention**: by providing different levels of supervision and support  **By Progressive Questioning:** exploring pupils’ understanding through interactive dialogue.  **By Grouping:** according to prior attainment, gender, social preference, preferred learning style.  **By Task:**Pupils should be involved in the identification of targets which are meaningful to them and in the selection of an appropriate task from the given range.  **By Offering Optional Activities:** In class using extension tasks to further learning.  This QFT/SEND provision will be explicit within the lesson by lesson schemes of work. |
| **QFT/SEND Provision** |
| **Intent & Implementation** | - Students understand the external influences on business  - students will be able to apply external influences to different businesses  - students will understand the objectives of growth  - students will understand the problems arising from growth  - students will understand the different types of merger and takeover  - students will understand the difference between organic and inorganic growth  - Students will be able to calculate moving averages  - students will be able to interpret scatter graph's and line of best fit  Students will continue to practice their exam technique 8,10,12 and 20 mark questions specifically for theme 3 |
| **Learning Outcomes**  **(Most Powerful Knowledge)** |
| **Future Learning** | Theme 3 part B |
| **Impact** | Formative assessment will take place through questioning, presentations and communication.  Examination questions  Mock examination full paper |
| **Assessment** |