



YEAR 13 A level Business AUTUMN TERM 1

'An ambitious curriculum that meets the needs of all'

Medium Term Planning - Business Decisions and strategy



Intent	<p>Pupils should be taught:</p> <ul style="list-style-type: none">- PESTLE (political, economic, social, technological, legal and environmental)- The changing competitive environment- Porter's Five Forces <p>Objectives of growth:</p> <ul style="list-style-type: none">- to achieve economies of scale (internal and external)- increased market power over customers and suppliers- increased market share and brand recognition- increased profitability <p>-Problems arising from growth:</p> <ul style="list-style-type: none">- diseconomies of scale ,internal communication and overtrading <p>- Reasons for mergers and takeovers</p> <ul style="list-style-type: none">- Distinction between mergers and takeovers- Horizontal and vertical integration- Financial risks and rewards and the Problems of rapid growth <p>- Distinction between inorganic and organic growth</p> <ul style="list-style-type: none">- Methods of growing organically- Advantages and disadvantages of organic growth <p>- Small business survival in competitive markets:</p> <ul style="list-style-type: none">- product differentiation and USPs- flexibility in responding to customer needs- customer service and e-commerce <p>Calculation of time-series analysis:</p> <ul style="list-style-type: none">- 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
Cross Curricular Links	<p>SMSC: Why should businesses be more socially responsible</p> <p>PSHE: What is the business news and how does it affect our community?</p> <p>Careers: Job opportunities in different sectors of business</p> <p>Literacy: Tier 3 vocabulary – integration, organic growth, overtrading, mergers, takeovers, differentiation, moving averages, quantitative, qualitative, diseconomies of scale, profitability, suppliers, brand, market share,</p> <p>Numeracy: Financial calculations – moving average</p> <p>Digital literacy:</p>
Differentiation	<p>Throughout this topic, quality first teaching will provide differentiation:</p> <p>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.</p> <p>By resource: Scaffold tasks form different abilities to allow challenge for all students.</p> <p>By Intervention: by providing different levels of supervision and support</p> <p>By Progressive Questioning: exploring pupils' understanding through interactive dialogue.</p> <p>By Grouping: according to prior attainment, gender, social preference, preferred learning style.</p> <p>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.</p> <p>By Offering Optional Activities: In class using extension tasks to further learning.</p> <p>This QFT/SEND provision will be explicit within the lesson by lesson schemes of work.</p>
Intent & Implementation	<ul style="list-style-type: none">- 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 <p>Students will continue to practice their exam technique 8,10,12 and 20 mark questions specifically for theme 3</p>
Learning Outcomes (Most Powerful Knowledge)	
Future Learning	Theme 3 part B
Impact	Formative assessment will take place through questioning, presentations and communication.

Assessment	Examination questions Mock examination full paper
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