



Term	Week	Focus	Summary	Learning Outcomes	Learning skills
Term 2.1	1-4	Revision & Mock Exams	The students will be engaged in retrieval practice for the early entry and mocks	Students will be able to answer the exam-style questions and assess them to analyse their strengths and the points to improve on.	<b>Thinking critically</b> about business ideas and issues. Using various business concepts and data to <b>synthesise</b> the information to make judgements. <b>Analysing</b> business scenarios, problems, issues, etc. to identify what is most relevant. Giving considered views, <b>judgements, opinions</b> etc. on business scenarios, problems issues etc.
	5-6	4.3.1 Globalisation - growing economies and international trade and business growth	Students will explore various growing economies and the implications of trading with and within these economies.	Students will be able to compare the rate of growth in emerging economies and the UK and interpret these figures to make decisions. Students will assess the usefulness of various indicators of economic growth and interpret what the indicators are telling them about a given country, an economy and its standard of living. Students will be able to discuss how specialisation results in greater efficiency. Students will be able to assess the importance of FDI.	<b>Thinking critically</b> about business ideas and issues. Using various business concepts and data to <b>synthesise</b> the information to make judgements in order to evaluate the scenario and make a realistic judgement in order to evaluate the scenario and make a realistic judgement
	1	4.3.1 Globalisation - factors contributing to increased globalisation	Students will explore trade liberalisation and how it makes markets more competitive. Students will consider a range of factors and how they have led to increased globalisation of markets and the impacts on businesses resulting from these factors.	Students will be able to assess the benefits and drawbacks of the trade liberalisation process. Students will be able to discuss a range of factors which contribute to increased globalisation, e.g. migration, increased investment flows and structural change	<b>Thinking critically</b> about business ideas and issues. Using various business concepts and data to <b>synthesise</b> the information to make judgements in order to evaluate the scenario and make a realistic judgement in order to evaluate the scenario and make a realistic judgement



Term 2.2	2-3	4.3.1 Globalisation - protectionism and trading blocs	Students will explore the concept of protectionism and why governments impose trade barriers such as tariffs and quotas. Students will investigate the benefits of operating as part of a trade bloc.	Students will be able to assess the impact on businesses of governments imposing tariffs. Students will be able to evaluate the impacts to a range of businesses of various trade barriers. Students will be able to analyse the link between trade liberalisation and trading blocs. Students will evaluate the opportunities and drawbacks for a business that is either located within a trading bloc member country or is wishing to sell to a market within a given trading bloc from a country which is not a member of the trading bloc	<b>Analysing</b> business revenue and how it is impacted by exchange rates. Strategies to identify what is most profitable for a business. Giving considered views, <b>judgements, opinions</b> etc. on business scenarios, problems issues etc.
	4	4.3.2 Global markets and business expansion	Students will consider the reasons why businesses based in more affluent countries such as the UK may want to sell their goods and services in overseas markets and/or relocate overseas. This topic builds on prior learning as it explores the opportunities faced by businesses from the increasing globalisation of markets.	Students will be able to assess the various conditions that prompt trade. Students will be able to assess countries as a market. Students will be able to assess countries as a production location. Students will be able to evaluate the reasons for global mergers, takeovers or joint ventures. Students will be able to evaluate the implications of exchange rate movements on different businesses. Students will be able to evaluate a country's competitiveness based on ability to acquire skilled workers and cost leadership/differentiation.	<b>Thinking critically</b> about business ideas and issues. Using various business concepts and data to <b>synthesise</b> the information to make judgements in order to evaluate the scenario and make a realistic judgement in order to evaluate the scenario and make a realistic judgement
	5	4.3.3 Global marketing And 4.3.4 Global industries and companies	Students will examine how businesses can adapt their marketing to the challenge of selling in a newly identified overseas market. Students should recognise that, depending on the product, different marketing approaches may	Students will be able to assess the reasons why global businesses follow different marketing strategies. Students will be able to evaluate a range of marketing approaches. Students will be able to discuss the impact different cultural and religious sensitivities have on businesses operating globally. Students will be able to assess the impact that	<b>thinking critically</b> about business ideas and issues. Using various business concepts and data to <b>synthesise</b> the information to make judgements in order to evaluate the scenario and make a realistic judgement in order to evaluate the scenario and make a realistic judgement

**Year: 13**  
**Subject: A2 Business**

			<p>           be necessary to overcome the barriers that prevent successful marketing in certain countries            Students will consider the impacts of MNCs on a country's economy and examine the benefits and drawbacks to that country from the operation of an MNC to a range of stakeholders. Students should be able to question whether an MNC is operating in a truly ethical manner and recognise the difficulties of controlling global companies, especially in LEDCs.         </p>	<p>           MNCs have on local and national economies. Students will be able to discuss the likely success and appropriateness of different methods of controlling the activities of MNCs and the benefits and drawbacks of each method.         </p>	
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