Year 13 Business – Topic 3.1
Business Objectives

West Kirby Grammar School

Learning about this topic is important because: It allows students to consider how objectives differ according to the type of business and its functions. It considers the theories underpinning business objectives and strategies that could be used to achieve them. Students investigate the internal and external influences on national and global businesses in different contexts and analyse how they could plan in order to overcome obstacles.
This builds on: Theme 1 and Theme 2
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 2 and focuses on Paper 2 – Business, Activities, Decisions and Strategies, which comprises specifically of Theme 2 and Theme 3 and contributes to Paper 3 – Investigating Business in a Competitive Environment

We will learn:	**We will develop/practise skills including:**
• How different corporation have different objectives and why • How corporations develop their business objectives over time • How to critically appraise business objectives • The theories underpinning business strategy – Ansoff; Porter; and The Boston Matrix • The difference between operational, tactical and strategic decision making • How to conduct a SWOT analysis and why it is performed by corporations • What the impact of external influences can be and how to manage them	Development of exam style questions – from 1 to 20 mark questions (maximum A2 marks) Knowledge and understanding of types of objectives Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how the different businesses set objectives Analysis of the reasons why businesses re-evaluate objectives Evaluation of the strategic decision making and how effective it is

Year 13 Business – Topic 3.1
Business Objectives

Some of the vocabulary that we will use includes: • Aims • Objectives • Mission statement • Corporate strategy • Porter's Five Forces • Low cost • Differentiation • Competitive advantage • Ansoff's Matrix • Market penetration • Market development • Product development • Diversification • SWOT analysis • Economic growth – inflation; interest rates; exchange rates; unemployment; government spending • Demographics • PESTLE – political; economic; social; technological; legal; environmental • Rivalry • New entrants • Customer / buyer power • Substitutes	**You could learn more about this topic by:** Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading: Youtube – Tutor2u Taking the Biz Two teachers Quizlet Quizziz Edexcel

You will complete in class activities in order for your teacher to assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. **You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have one formally assessed homework and an end of topic test.**

Year 13 Business – Topic 3.1
Business Objectives

Year 13 Business – Topic 3.2
Business Objectives

<table>
<tr><td colspan="2">Learning about this topic is important because:

It allows students to consider how businesses grow and the problems associated with growth or expansion. It assesses why some mergers and take overs are successful and so fail. It considers the alternative options for businesses of growing organically or staying small and how economies of scale can lead to diseconomies of scale depending on the business type and function.</td></tr>
<tr><td colspan="2">This builds on: 3.1 Business Objectives</td></tr>
<tr><td colspan="2">This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 2 and focuses on Paper 2 – Business, Activities, Decisions and Strategies, which comprises specifically of Theme 2 and Theme 3 and contributes to Paper 3 – Investigating Business in a Competitive Environment</td></tr>
<tr><td>We will learn:

• Why some firms grow
• Why some firms remain small
• Why some firms merge or takeover another firm
• Why some mergers or acquisitions are hostile
• Why some firms grow organically
• The issues with economies of scale and diseconomies of scale</td><td>We will develop/practise skills including:

Development of exam style questions – from 1 to 20 mark questions (maximum A2 marks)
Knowledge and understanding of types of growth strategies
Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how the different strategies are applicable to different business contexts
Analysis of the reasons why businesses re-evaluate their growth strategy
Evaluation of the growth options for businesses and how to remain in control</td></tr>
<tr><td>Some of the vocabulary that we will use includes:</td><td>You could learn more about this topic by:</td></tr>
</table>

Year 13 Business – Topic 3.2
Business Objectives

• Economies of Scale (EOS) • Diseconomies of Scale (DEOS) • Market power • Internal communication • Employee motivation • Managerial co-ordination • Inorganic • Organic • Mergers • Acquisitions • Take-overs • Financial risk • Integration: horizontal; vertical; and conglomerate • Ansoff's Matrix • Survival • Reward • Differentiation • USP • E-commerce	Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading: Youtube – Tutor2u Taking the Biz Two teachers Quizlet Quizziz Edexcel

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Year 13 Business – Topic 3.3
Decision Making Techniques

West Kirby Grammar School

Learning about this topic is important because: It allows students to carry out practical techniques related to business decision making, including quantitative calculating sales forecasting and investment appraisal of potential projects and the different methodologies that businesses could approach this by. It enables students to carry out detailed project management illustrations, calculations and interpretations, with real-life scenarios, through the use of decision tree analysis and critical path analysis.	
This builds on: 3.1 Business Objectives; and 3.2 Business Growth	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 2 and focuses on Paper 2 – Business, Activities, Decisions and Strategies, which comprises specifically of Theme 2 and Theme 3 and contributes to Paper 3 – Investigating Business in a Competitive Environment	
We will learn: • Time series analysis of calculations for quantitative sales forecasting • Analysis of the uses and limitations of sales forecasting • Methodology, calculations and interpretation of investment appraisal techniques • Analysis of uses and limitations of investment appraisal • Construction an interpretation of decision tree analysis • Uses and limitations of decision tree analysis • Completion and interpretation of critical path analysis • Uses and limitations of critical path analysis	**We will develop/practise skills including:** Development of exam style questions – from 1 to 20 mark questions (maximum A2 marks) Knowledge and understanding of quantitative analysis and project management methodologies Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how the different methodologies are applicable to different business projects Analysis of the reasons why businesses re-evaluate their decision making strategies Evaluation of the strategies and why they should / not be appropriate for a given business context

Year 13 Business – Topic 3.3
Decision Making Techniques

Some of the vocabulary that we will use includes:

- Sales forecasting
- Moving averages
- Extrapolation
- Scatter graphs
- Correlation
- Investment appraisal
- Payback period
- Average rate of return
- Net present value
- Discounted cash flow
- Non-financial factors
- Decision trees
- Risk
- Uncertainty
- Critical path analysis

You could learn more about this topic by:

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Youtube –
Tutor2u
Taking the Biz
Two teachers
Quizlet
Quizziz
Edexcel

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Year 13 Business – Topic 3.3

Decision Making Techniques

Year 13 Business – Topic 3.4
Influences on Business Decisions

Learning about this topic is important because: It analyses the influences stakeholders have on business decision making and whether they will act on the influence. It considers the different corporate cultures embedded in different organisations globally and how it is formed within the organisation. It analyses the reasons why stakeholder conflict arises and what can be done to mediate in different contexts. It considers the decisions businesses have to take in terms of business ethics and how they can result in a trade-off between profit and ethics.	
This builds on: 3.1 Business Objectives; 3.2 Business Growth; 3.3 Decision Making Techniques	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 2 and focuses on Paper 2 – Business, Activities, Decisions and Strategies, which comprises specifically of Theme 2 and Theme 3 and contributes to Paper 3 – Investigating Business in a Competitive Environment	
We will learn: • What influences a corporation and the timescales on which they work • Why decision making may be influenced by internal and external factors • How corporate culture is formed in relation to objectives and ethics • How corporate culture is categorised and how to assess its strength • How stakeholders influence objectives of an organisation • The conflicts that may arise between different stakeholder groups • Why there may be a trade-off between profit and ethics	**We will develop/practise skills including:** Development of exam style questions – from 1 to 20 mark questions (maximum A2 marks) Knowledge and understanding decision making influences Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how the different corporate cultures are formed in different contexts Analysis of the reasons why businesses re-evaluate their corporate culture Evaluation of the strategies and why they should / not be focused on profit over ethics

Year 13 Business – Topic 3.4
Influences on Business Decisions

<table>
<tr><td></td><td></td></tr>
<tr><td>Some of the vocabulary that we will use includes:

• Evidence based decision making
• Long term thinking
• Short-termism
• Subjective decision making
• Strong / weak culture
• Handy’s classification of culture
• Role culture
• Task culture
• Person culture
• Stakeholders
• Shareholders
• Business ethics
• Trade-off
• Profit
• Pay and rewards
• Corporate social responsibility</td><td>You could learn more about this topic by:

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Taking the Biz
Two teachers
Quizlet
Quizziz
Edexcel</td></tr>
<tr><td colspan="2">You will complete in class activities in order for your teacher to assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have one formally assessed homework and an end of topic test.</td></tr>
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Year 13 Business – Topic 3.4
Influences on Business Decisions

Year 13 Business – Topic 3.5
Assessing Competitiveness

Learning about this topic is important because:

It analyses the financial statements produced by businesses and assesses their performance based on calculations and statistics, based on quantitative analysis and forecasting. It considers the advantages and disadvantages of the calculations and how they can be used effectively and misinterpreted. Students consider the impact of quantitatively measuring human resource elements such as productivity and performance, to evaluate an organisations financial performance.

This builds on: 3.1 Business Objectives; 3.2 Business Growth; 3.3 Decision Making Techniques; and 3.4 Influences on Business Decisions

This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 2 and focuses on Paper 2 – Business, Activities, Decisions and Strategies, which comprises specifically of Theme 2 and Theme 3 and contributes to Paper 3 – Investigating Business in a Competitive Environment

We will learn:

- How interpret financial accounts including the statement on comprehensive income (profit/loss account) and the statement of financial position (balance sheet)
- How to calculate and interpret ratio analysis for liquidity, gearing and profitability
- The uses and limitations of the above calculations
- How to assess the competitiveness of an organisation through quantitative measurements of HR performance

We will develop/practise skills including:

Development of exam style questions – from 1 to 20 mark questions (maximum A2 marks)
Knowledge and understanding of the elements of the accounts, calculations and ratios
Explanation and ability to reflect on learnt ideas and give the evaluative arguments on how the different accounting elements are used and their limitations
Analysis of the reasons why businesses re-evaluate their financial position
Evaluation of the strategies and why they should / not be focused on calculating their financial position

Year 13 Business – Topic 3.5
Assessing Competitiveness

Some of the vocabulary that we will use includes:

- Statement of comprehensive income (profit and los account)
- Statement of financial position (balance sheet)
- Assets
- Liabilities
- Capital
- Profit – gross, operating and net
- Tax
- Ration analysis
- Liquidity
- Current ratio
- Acid test ratio
- Gearing ratio
- Return on capital employed ratio
- Limitations
- Human Resources
- Labour productivity
- Labour turnover
- Absenteeism
- Financial rewards
- Share ownership
- Consultation strategies
- Empowerment strategies

You could learn more about this topic by:

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Tutor2u
Taking the Biz
Two teachers
Quizlet
Quizziz
Edexcel

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Year 13 Business – Topic 3.5
Assessing Competitiveness

Year 13 Business – Topic 3.6
Managing Change

Learning about this topic is important because: It analyses the causes and effects of organisational change and the key internal or external factors that initiate change. It evaluates the use of scenario and contingency planning in order to minimise risk and reduce operational failure.	
This builds on: 3.1 Business Objectives; 3.2 Business Growth; 3.3 Decision Making Techniques; 3.4 Influences on Business Decisions; and 3.5 Assessing Competitiveness	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 2 and focuses on Paper 2 – Business, Activities, Decisions and Strategies, which comprises specifically of Theme 2 and Theme 3 and contributes to Paper 3 – Investigating Business in a Competitive Environment	
We will learn: • What creates the need for businesses to change • The value of change • Internal and external causes of change • Possible effects of change • Key factors in change – organisational culture; organisational size; time and speed of change • How to manage resistance to change • How to prepare for unexpected negative events through planning • How to identify key risks and plan for mitigation • Succession planning and business continuity	**We will develop/practise skills including:** Development of exam style questions – from 1 to 20 mark questions (maximum A2 marks) Knowledge and understanding of the causes of change Explanation and ability to reflect on learnt ideas and give the evaluative arguments on causes of change and the impact of change Analysis of the reasons why businesses need to manage resistance to change and identify the key risks of change Evaluation of the strategies that could be used to mitigate risks and whether they are successful or not

Year 13 Business – Topic 3.6
Managing Change

Some of the vocabulary that we will use includes:	**You could learn more about this topic by:**
- PESTLE - Change - Risk - Culture - Resistance to change - Scenario planning - Risk assessment - Risk mitigation - Succession planning - Business continuity - Contingency planning	Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading: Youtube – Tutor2u Taking the Biz Two teachers Quizlet Quizziz Edexcel

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Year 13 Business – Topic 4.1
Globalisation

Learning about this topic is important because:	
It researches and analyses the development of global trading blocs and the difference between emerging, developing and developed economies. It assesses how multinational businesses have contributed to international trade and the external factors which have enabled the growth of globalisation. It considers why countries use protectionism to protect their economies and the threats due to the inter-reliance of global industries.	
This builds on: Themes 1, 2 and 3	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 2 and 3 and focuses on Paper 1 – Marketing, People and Global Business, which comprises specifically of Theme 1 and Theme 4 and contributes to Paper 3 – Investigating Business in a Competitive Environment	
We will learn: • Why some countries have experienced rapid growth and structural change • The growing economic power of Asia and Africa • The difference between trade blocs – EU, ASEAN, UMSCA (NAFTA) • Why firms offshore and outsource • What the different indicators of growth mean and the metrics involved • How the BRICs have grown over the last 50 years • What the UKs position is in terms of global growth • What the difference is between imports and exports • Why some countries are more competitive due to specialisation or comparative advantage • How Foreign Direct Investment (FDI) has enabled growth • How trade liberalisation has supported globalisation • How political change can impede growth (BREXIT) • How transportation and communication can support globalisation • The difference between MNCs, MNEs and TNCs • How migration has contributed to globalisation • How tariffs, quotas, subsidies and legislation have protected economies	**We will develop/practise skills including:** Development of exam style questions – from 1 to 20 mark questions (maximum A2 marks) Knowledge and understanding of globalisation, trade blocs and economic structure Explanation and ability to reflect on learnt ideas and give the evaluative arguments on causes of globalisation and the factors involved Analysis of the reasons why businesses and economies embraced globalisation and the reasons some engage in protectionism Evaluation of the movement towards de-globalisation and socio-political and economic change
Some of the vocabulary that we will use includes: • Trade blocs – EU, ASEAN, UMSCA, MERCOSUR…	**You could learn more about this topic by:**

Year 13 Business – Topic 4.1 Globalisation

West Kirby Grammar School

• Emerging, developing, developed economy • BRICs • PIIGS • Offshoring / Outsourcing / Nearshoring / Reshoring • GDP • Literacy • Health • Education • Human Development Index (HDI) • Infrastructure • Balance of payments • Trade • Corruption • Investors • Stability • Uncertainty • Imports / Exports • Competitive advantage • Comparative advantage • Specialisation • Foreign Direct Investment (FDI) • Trade liberalisation • Transportation • Migration of labour • Structural change • Legislation • Subsidies • Tariffs • Quotas • Embargoes	Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading: Youtube – Tutor2u Taking the Biz Two teachers Quizlet Quizziz Edexcel

Year 13 Business – Topic 4.1
Globalisation

You will complete in class activities in order for your teacher to assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. **You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have one formally assessed homework and an end of topic test.**

Year 13 Business – Topic 4.2
Global Markets and Business Expansion

<table>
<tr><td colspan="2">Learning about this topic is important because:

It assesses the conditions that prompt organisations and economies to trade, by contrasting and comparing the possibility of a country as either a potential market or production location. Student will analyse the competitiveness of a country and its markets and explain the reasons for and against potential global mergers or acquisitions within that market and if they have been successful.</td></tr>
<tr><td colspan="2">This builds on: 4.1 Globalisation</td></tr>
<tr><td colspan="2">This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 2 and 3 and focuses on Paper 1 – Marketing, People and Global Business, which comprises specifically of Theme 1 and Theme 4 and contributes to Paper 3 – Investigating Business in a Competitive Environment</td></tr>
<tr><td>We will learn:
The push and pull factors that prompt trade for businesses within global markets
Why some markets are saturated
How much competition there is in any given market
How businesses can extend the life cycle of a product to suit a different market
How Economies of Scale encourage transition to a market
How to spread risk across markets
Why firms offshore and outsource into different markets
Why some markets are more attractive than others
How levels of disposable income influence market attractiveness
How ease of doing business makes a market attractive
How the quality of infrastructure influences business expansion into a market
Whether fluctuating exchange rates will impact on trade
How the costs of production affect markets
How education and skills are attractive as a production location
How the membership of a trading bloc can influence trade negotiations
If government incentives increase trade
Hoe political stability cab encourage expansion into a location
How businesses are attracted by natural resources
How MNCs spread risk</td><td>We will develop/practise skills including:

Development of exam style questions – from 1 to 20 mark questions (maximum A2 marks)
Knowledge and understanding of global markets and production locations
Explanation and ability to reflect on learnt ideas and give the evaluative arguments on the reasons why some locations are more attractive than others
Analysis of the reasons why businesses and economies encourage global markets and business growth and the impact on those markets and locations
Evaluation of the whether the move into global markets through business growth has been positive or negative</td></tr>
</table>

Year 13 Business – Topic 4.2
Global Markets and Business Expansion

- Hoe intellectual property can impact on trade

Some of the vocabulary that we will use includes:

- Push factors
- Pull factors
- Market saturation
- Competition
- Risk spreading
- Disposable income
- Ease of doing business
- Infrastructure
- Exchange rates
- Production costs
- Workforce skills
- Government incentives
- Political stability
- Natural resources
- Return on Investment (RoI)
- Intellectual property – patents, copyright, brand names

You could learn more about this topic by:

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Year 13 Business – Topic 4.3
Global Marketing

Learning about this topic is important because:

It considers the strategic choices of marketing on a global scale in a variety of markets. It assesses the cultural and social issues involved in operating within different markets and how global market niches operate.

This builds on: 4.1 Globalisation; and 4.2 Global Markets and Business Expansion

This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 2 and 3 and focuses on Paper 1 – Marketing, People and Global Business, which comprises specifically of Theme 1 and Theme 4 and contributes to Paper 3 – Investigating Business in a Competitive Environment

We will learn:	**We will develop/practise skills including:**
• Global marketing techniques through strategy and glocalisation • The difference between ethnocentric / polycentric and geocentric marketing strategies • How to apply Ansoff's Matrix to global markets • How to apply the Boston Matrix to global markets • The key differences between markets in terms of cultural diversity and global niche markets • The cultural factors of selling indifferent markets	Development of exam style questions – from 1 to 20 mark questions (maximum A2 marks) Knowledge and understanding of global marketing techniques Explanation and ability to reflect on which techniques are better suited to which markets and why Analysis of the reasons why different strategies should be used in different global markets Evaluation of the cultural factors that can impact in operating in different global markets

Year 13 Business – Topic 4.3
Global Marketing

Some of the vocabulary that we will use includes: • *Glocalisation* • *Ethnocentric* • *Geocentric* • *Polycentric* • *Ansoff's Matrix* • *Boston Matrix* • *Global market niche* • *Cultural diversity* • *Language barriers* • *Unintended meanings* • *Branding* • *Promotion*	***You could learn more about this topic by:*** *Looking through the resources in Google Classroom and independently reading the class notes or the links provided such as watching / reading:* *Youtube –* *Tutor2u* *Taking the Biz* *Two teachers* *Quizlet* *Quizziz* *Edexcel*

Year 13 Business – Topic 4.3
Global Marketing

You will complete in class activities in order for your teacher to assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. ***You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have one formally assessed homework and an end of topic test.***

Year 13 Business – Topic 4.4
Global Industries and Companies

Learning about this topic is important because: It considers the impact of MNCs on the local and national economy and whether firms should be more ethical in a global business context. It assesses the amount of control MNCs have and whether they should be controlled more by the government.	
This builds on: 4.1 Globalisation; 4.2 Global Markets and Business Expansion; and 4.3 Global Marketing	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to Themes 1, 2 and 3 and focuses on Paper 1 – Marketing, People and Global Business, which comprises specifically of Theme 1 and Theme 4 and contributes to Paper 3 – Investigating Business in a Competitive Environment	
We will learn: • How MNCs affect the locations in which they operate, including communities and the environment • How MNCs impact the national economy through FDI payments, the balance of payments, technology and skills transfer, consumers, business culture and tax / transfer pricing • Which ethical issues are being raised about MNC operations, which include stakeholder conflict, pay and working conditions, environmental considerations, waste disposal and marketing activity • Whether it is possible or not to control MNCs • Why there is a need to control MNCs • How politics influences MNCs • Social media impact on MNCs	**We will develop/practise skills including:** Development of exam style questions – from 1 to 20 mark questions (maximum A2 marks) Knowledge and understanding of global business ethics Explanation and ability to reflect on whyc some MNCs are more ethical than others Analysis of the reasons why some governments hold MNCs to account more than others Evaluation of the political, social and cultural factors that can impact on MNCs being ethical
Some of the vocabulary that we will use includes:	**You could learn more about this topic by:**

Year 13 Business – Topic 4.4
Global Industries and Companies

- Glocalisation
- Ethics
- Political influence
- Social media
- Stakeholder conflict
- Pay and conditions
- Environmental impact
- Transfer pricing
- Brain drain
- Waste disposal
- Skill transfer
- Tax haven
- Tax avoidance
- Tax evasion

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