



Curriculum Map

Subject: A-level business (Theme 4)

Year group: Year 13

Content	Autumn 1	Autumn 2	Spring 1 and 2	Summer 1
<p><i>Declarative Knowledge – 'Know What'</i></p>	<p>4.1 Globalisation</p> <p>4.1.1 Growing economies</p> <ul style="list-style-type: none"> - Comparing growth rates - Growing economic powers of countries in other parts of the world - Implications of economic growth for individuals and business - Indicators of growth <p>4.1.2 International trade and business growth</p> <ul style="list-style-type: none"> - Exports and imports - The link between specialisation and competitive advantage - Foreign direct investment (FDI) and business growth <p>4.1.3 Factors contributing to increased globalisation</p> <ul style="list-style-type: none"> - Reduction of international trade barriers/trade liberalisation - Political change - Reduced cost of transport and communication - Increased significance of global (transnational) companies - Increased investment flows (FDI) - Migration (within and between economies) - Growth of the global labour force - Structural change <p>4.1.4 Protectionism</p> <ul style="list-style-type: none"> - Tariffs - Import quotas - Other trade barriers <p>4.1.5 Trading blocs</p> <ul style="list-style-type: none"> - Expansion of trading blocs 	<p>4.2 Global markets and business expansion</p> <p>4.2.4 Reasons for global mergers and joint ventures</p> <ul style="list-style-type: none"> - Spreading risk over different countries/regions - Entering new markets/trade blocs - Acquiring national/international brand names/patents - Securing resources/supplies - Maintaining/increasing global competitiveness <p>4.2.5 Global competitiveness</p> <ul style="list-style-type: none"> - The impact of movements in exchange rates - Competitive advantage through: cost competitiveness and differentiation - Skill shortages and their impact on international competitiveness <p>4.3 Global marketing</p> <p>4.3.1 Marketing</p> <ul style="list-style-type: none"> - Global marketing strategy and global localisation (glocalisation) - Different marketing approaches: - Application and adaptation of the marketing mix (4Ps) and Ansoff's Matrix to global markets <p>4.3.2 Niche markets</p> <ul style="list-style-type: none"> - Cultural diversity: recognition that groups of people across the globe have different interests and values - Features of global niche markets - Application and adaptation of the marketing mix (4Ps) to suit global niches 	<p>Preparation for A-level business research paper (paper 3)</p> <ul style="list-style-type: none"> - Market research - Company research - Exam question considerations <p>Revision for exams</p> <ul style="list-style-type: none"> - Exam technique - Theme 1 content - Theme 2 content 	<p>Revision for exams</p> <ul style="list-style-type: none"> - Exam technique - Theme 1 content - Theme 2 content



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	<ul style="list-style-type: none"> - Impact on businesses of trading blocs <p>4.2 Global markets and business expansion</p> <p>4.2.1 Conditions that prompt trade</p> <ul style="list-style-type: none"> - Push factors - Pull factors - Possibility of off-shoring and outsourcing - Extending the product life cycle by selling in multiple markets <p>4.2.2 Assessment of a country as a market</p> <ul style="list-style-type: none"> - Factors to consider in assessing a country as a market: income, infrastructure, political stability, etc. <p>4.2.3 Assessment of a country as a production location</p> <ul style="list-style-type: none"> - Factors to consider in assessing a country as a production location: labour, infrastructure, political stability, etc. 	<p>4.3.3 Cultural/social factors</p> <ul style="list-style-type: none"> - Considerations for businesses: cultural differences, tastes, language, unintended meanings, etc. <p>4.4 Global industries and companies</p> <p>4.4.1 The impact of Multi-National Companies (MNCs)</p> <ul style="list-style-type: none"> - Impact on MNCs on the local economy - Impact of MNCs on the national economy <p>4.4.2 Ethics</p> <ul style="list-style-type: none"> - Stakeholder conflicts - Pay and working conditions - Environmental considerations - Supply chain considerations - Marketing considerations <p>4.4.3 Controlling MNCs</p> <ul style="list-style-type: none"> - Factors to consider in controlling MNCs: political influence, legal control, social media, pressure groups 		
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Skills	4.1 Globalisation	4.2 Global markets and business expansion	Preparation for A-level business research paper (paper 3)	Revision for exams
<p><i>Procedural Knowledge – 'Know How'</i></p>	<ul style="list-style-type: none"> - Analyse and evaluate the impact of developing economies - Analyse and evaluate the impact of growth on individuals and businesses - Analyse and evaluate the indicators of growth for developed and developing countries - Explain the effect of countries exporting and importing goods on businesses and individuals - Explain how businesses achieve an international competitive advantage through specialisation - Explain the effect of FDI on business - Explain how different factors lead to globalisation - Analyse the impact of a country using protectionist policies - Analyse the impact of trading blocs <p>4.2 Global markets and business expansion</p> <ul style="list-style-type: none"> - Analyse and evaluate the conditions that prompt trade: Push and/or Pull. - Analyse and evaluate the decision to move production abroad. - Assess the factors that must be considered when moving to an international market - Assess the factors that must be considered when moving production abroad 	<ul style="list-style-type: none"> - Explain the reasons for merging internationally - Assess the factors that make a business globally competitive <p>4.3 Global marketing</p> <ul style="list-style-type: none"> - Analyse the factors a business must consider when marketing internationally. - Evaluate how a business must adapt their strategy and marketing for international markets <p>4.4 Global industries and companies</p> <ul style="list-style-type: none"> - Analyse and evaluate the impact of MNCs. - Explain how stakeholders may conflict in their objectives - Analyse and evaluate the decisions a firm must make which have ethical considerations - Explain how different factors control MNCs 	<ul style="list-style-type: none"> - Identification of the sub-markets in the research topic - Identification of key market data: saturation, growth, trends - Identification of key competitors within the market - A SWOT and PESTLE analysis of the competition in the market - Interpretation of the research to create potential exam questions <p>Revision for exams</p> <ul style="list-style-type: none"> - Interpret statistical data to generate assumptions of business decisions. - Identify relevant points of information from case studies that inform business decisions. - To link business theory into context. - Use formulas to calculate key business data such as profitability, liquidity and the appraisal of investment to make business decisions. - Structure and answer 4 mark questions - Structure and answer 10 mark - Structure and answer 12 mark questions - Structure and answer 20 mark questions. Giving recommendations between two potential business decisions. 	<ul style="list-style-type: none"> - Interpret statistical data to generate assumptions of business decisions. - Identify relevant points of information from case studies that inform business decisions. - To link business theory into context. - Use formulas to calculate key business data such as profitability, liquidity and the appraisal of investment to make business decisions. - Structure and answer 4 mark questions - Structure and answer 10 mark - Structure and answer 12 mark questions - Structure and answer 20 mark questions. Giving recommendations between two potential business decisions.



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Key Questions	<p>4.1 Globalisation</p> <ul style="list-style-type: none"> - What is the impact of growing economies on individuals and businesses? - What are the factors that have caused economic growth? - What is International Trade? - Why do countries trade? - What do countries trade? - What are the main costs and benefits of trading for producers and consumers? - What is a competitive advantage? - What is specialisation? - How does a business achieve competitive advantage? - What causes globalisation? - What are the impact of a country using protectionist policies? - Why do countries use protectionist policies? - What are the components of a trading bloc? - How does being a member of a trading bloc benefit its members? <p>4.2 Global markets and business expansion</p> <ul style="list-style-type: none"> - What are push factors? - What are pull factors? - What has caused a business to move into an international market? - Why do businesses move production overseas? - What factors should be considered when entering an overseas market? - What factors should be considered when moving production overseas? 	<p>4.2 Global markets and business expansion</p> <ul style="list-style-type: none"> - What are the benefits of merging with an international business? - What are the drawbacks of merging with an international business? - Should businesses merge together? - What does a business need to be globally competitive? <p>4.3 Global marketing</p> <ul style="list-style-type: none"> - What approach should a business take when marketing internationally? - What factors must businesses consider when marketing to an overseas market? - How might a business adapt the marketing mix for an international market? <p>4.4 Global industries and companies</p> <ul style="list-style-type: none"> - What are MNCs - How do MNCs affect consumers, workers, and domestic businesses in a developing economy? - Why do different stakeholders conflict? - What information and stakeholders must a firm consider when making a business decision? - How can we control MNC behaviour? - What is the biggest factor in controlling MNCs? 	<p>Preparation for A-level business research paper (paper 3)</p> <ul style="list-style-type: none"> - What are the key markets that make up the research topic? - What is the current market trends for the market in question? - What objectives do these firms have? - What is the nature of the products in the market? - Who are the key stakeholders affected by market decisions? - What is the current situation with businesses and the market? <p>Revision for exams</p> <ul style="list-style-type: none"> - What formulas are required to determine profitability, liquidity, return on investment? - What information can you decipher from the case study and/or data using MOPS (market, objectives, product, and situation/stakeholder)? - What is required for a 10/12 mark Assess Question? - What is required for a 20 mark recommendation question? 	<p>Revision for exams</p> <ul style="list-style-type: none"> - What formulas are required to determine profitability, liquidity, return on investment? - What information can you decipher from the case study and/or data using MOPS (market, objectives, product, and situation/stakeholder)? - What is required for a 10/12 mark Assess Question? - What is required for a 20 mark recommendation question?
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Assessment	4.1 Globalisation	4.2 Global markets and business expansion 4.3 Global marketing 4.4 Global industries and companies	Past exam Questions Exam questions and case studies Year 13 Trial exams	Past exam Questions Exam questions and case studies
Literacy/Numeracy/ SMSC/Character	<ul style="list-style-type: none"> - Numeracy: Interpreting numerical data and graphs in business decision making - Literacy: building arguments using business terminology, developing analytical and evaluative paragraphs using data and contextual evidence from case studies. - SMSC: students explore the rationale behind decisions made by consumers, businesses and the government. Through this, students are given the chance to reflect on how the actions of these agents affect society socially, morally, and culturally. - Character: students build character through being put through realistic business scenarios that test their ability to take the initiative and be confident in displaying their creativity and aspirations. Business scenarios will also help them consider differing views which will help them develop tolerance, integrity and resilience. 	<ul style="list-style-type: none"> - Numeracy: Interpreting numerical data and graphs in business decision making - Literacy: building arguments using business terminology, developing analytical and evaluative paragraphs using data and contextual evidence from case studies. - SMSC: students explore the rationale behind decisions made by consumers, businesses and the government. Through this, students are given the chance to reflect on how the actions of these agents affect society socially, morally, and culturally. - Character: students build character through being put through realistic business scenarios that test their ability to take the initiative and be confident in displaying their creativity and aspirations. Business scenarios will also help them consider differing views which will help them develop tolerance, integrity and resilience. 	<ul style="list-style-type: none"> - Numeracy: Interpreting numerical data and graphs in business decision making - Literacy: building arguments using business terminology, developing analytical and evaluative paragraphs using data and contextual evidence from case studies. - SMSC: students explore the rationale behind decisions made by consumers, businesses and the government. Through this, students are given the chance to reflect on how the actions of these agents affect society socially, morally, and culturally. - Character: students build character through being put through realistic business scenarios that test their ability to take the initiative and be confident in displaying their creativity and aspirations. Business scenarios will also help them consider differing views which will help them develop tolerance, integrity and resilience. 	<ul style="list-style-type: none"> - Numeracy: Interpreting numerical data and graphs in business decision making - Literacy: building arguments using business terminology, developing analytical and evaluative paragraphs using data and contextual evidence from case studies. - SMSC: students explore the rationale behind decisions made by consumers, businesses and the government. Through this, students are given the chance to reflect on how the actions of these agents affect society socially, morally, and culturally. - Character: students build character through being put through realistic business scenarios that test their ability to take the initiative and be confident in displaying their creativity and aspirations. Business scenarios will also help them consider differing views which will help them develop tolerance, integrity and resilience.