LONG TERM PLANS

Year Overview (Business Year 13)

ESS Faculty - Business A level	
Autumn term	
Half term 1	**Half term 2**
Theme 3: Business decisions and strategy **3.1 Business objectives and strategy:** **3.1.1 Corporate objectives** **3.1.2 Theories of corporate strategies** **3.1.3 SWOT analysis** **3.1.4 Impact of external influences** **3.2 Business growth:** **3.2.1 Growth** **3.2.2 Mergers and takeovers** **3.2.3 Organic growth** **3.2.4 Reasons for staying small** ***Theme 4: Global Business*** ***4.1 Globalisation*** ***4.1.1 Growing economies*** ***4.1.2 International trade and business growth*** ***4.1.3 Factors contributing to increased globalisation*** ***4.1.4 Protectionism*** ***4.1.5 Trading blocs*** ***Key Assessment Activity: Examination questions relating to both topic areas including short questions and essay questions***	***Theme 3: Business decisions and strategy*** **3.3 Decision-making techniques:** **3.3.1 Quantitive sales forecasting** **3.3.2 Investment appraisal** **3.3.3 Decision trees** **3.3.4 Critical path analysis** **3.4 Influences on business decisions:** **3.4.1 Corporate influences** **3.4.2 Corporate culture** **3.4.3 Shareholders versus stakeholders** **3.4.4 Business ethics** **Theme 4: Global Business** ***4.2 Global markets and business expansion*** ***4.2.1 Conditions that prompt trade*** ***4.2.2 Assessment of a country as a market*** ***4.2.3 Assessment of a country as a production location*** ***4.2.4 Reasons for global mergers or joint ventures*** ***4.2.5 Global competitiveness*** ***Key Assessment Activity: Examination questions relating to both topic areas including short questions and essay questions***

Spring term

Half term 1	Half term 2
Theme 3: Business decisions and strategy ***3.5 Assessing competitiveness:*** ***3.5.1 Interpretation of financial statements*** ***3.5.2 Ratio analysis*** ***3.5.3 Human Resources*** ***Theme 4: Global Business*** **4.3 Global Marketing** **4.3.1 Marketing** **4.3.2 Niche markets** **4.3.3 Cultural/social factors** ***Key Assessment Activity: Examination questions relating to both topic areas including short questions and essay questions***	***3.6 Managing change:*** ***3.6.1 Causes and effects of change*** ***3.6.2 Key factors in change*** ***3.6.3 Scenario planning*** **Theme 4: Global Business** **4.4 Global industries and companies (multinational corporations)** **4.4.1 The impact of MNC's** **4.4.2 Ethics** **4.4.3 Controlling MNC's** ***Key Assessment Activity: Examination questions relating to both topic areas including short questions and essay questions***

Summer term

Half term 1	Half term 2
Revision for all 3 papers	***Revision for all 3 papers***