

Subject	Year	Term
Business	Year 13	Autumn 1
Topic		
<b>3.1.7 Analysing the strategic position of a business</b>		
Content (Intent)		
<b>Prior Learning – This unit builds on the theory from unit 3.1.1 and 3.1.5 as it introduces key analysis using financial reports.</b>		
Students of this course study business in a variety of contexts and consider the importance of the context of business in relation to decision making. The topics covered are:		
Internal & External Influences on corporate objectives	Should include the pressures for short-termism, business ownership, external & internal environment	
	Distinction between strategy and tactics	
	Links between mission, objectives and strategy	
	Impact of strategic decision making on functional decision making	
	The value of a SWOT analysis	
Financial Ratio Analysis	How to assess the performance of a business using balance sheets, income statements and cash flow	
	Ratios include profitability, liquidity and financial efficiency	
Overall Business Performance	How to analyse data other than financial statements to include operations, HR and marketing data	
	Assessing short v long term performance	
	Methods to include Kaplan and Nortons Balanced Scorecard Model	
	Methods to include Elkington's Triple Bottom Line (Profit, People, Planet)	
Political and Legal Change	Includes a broad understanding of the scope and effects of UK and EU law related to competition, the labour market and environmental legislation.	
	The impact of UK and EU Government Policy related to enterprise, the role of regulators, infrastructure, the environment and international trade.	
Economic Change	To include GDP, taxation, exchange rates, inflation, fiscal and monetary policy and more open trade v protectionism	
	Reasons for greater globalisation of business	
	The importance of greater globalisation	
	The importance of emerging economies	
Social and Technological Change	The impact of the social and technological environment on strategic and functional decision making	
	Social changes to include demographic changes and population movements such as:	
	Urbanisation & migration	
	Changes in consumer lifestyle and buying behaviour	
	The growth of online businesses	
	The social environment to include CSR and the reasons for and against CSR	
	The difference between between the stakeholder v shareholder concept	
	Carroll's Corporate Social Responsibility Pyramid	
<b>Future Learning – This unit sets up the basic skills required to assess the strategic position of a business in the 2<sup>nd</sup> year of the course.</b>		
How will knowledge and skills be taught? (Implementation)	How will your understanding be assessed & recorded (Impact)	
This topic will involve links to the four assessment objectives throughout and will include, but not be limited to: <ul style="list-style-type: none"> <li>- Teacher led lesson content</li> <li>- Using &amp; Assessing financial reports</li> <li>- Group discussion/debates and questioning</li> </ul>	<ul style="list-style-type: none"> <li>- End of topic assessment</li> <li>- Past Paper responses and essays. Marked and feedback given.</li> <li>- Verbal responses. Individual and class feedback given.</li> </ul>	

<ul style="list-style-type: none"> <li>- Using business terminology</li> <li>- Reference to business examples throughout</li> </ul>	
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**How can parents help at home?**

- Discussing ideas and content at home & linking it to real businesses that they know
- Watch the news and/or read a good quality newspaper
- Watch any topical films or documentaries that link to Business

**Helpful further reading/discussion**

<b>Reading</b>	<b>Subject Key Terms</b>	<b>Careers Links</b>
<ul style="list-style-type: none"> <li>- My revision notes: AQA A Level Business</li> <li>- Business Review magazines (subscribe online)</li> <li>- TUTOR2U website</li> <li>- BBC Business news</li> </ul>	<ul style="list-style-type: none"> <li>- Liquidity</li> <li>- Financial Efficiency</li> <li>- Gearing</li> <li>- Globalisation</li> <li>- Corporate Social Responsibility</li> </ul>	<ul style="list-style-type: none"> <li>- Finance Analysts</li> <li>- Market Analysts</li> <li>- Stock Market Traders</li> <li>- Finance Management</li> <li>- Financial Controllers</li> </ul>