

Subject	Year	Term
Business	Year 13	Autumn 1
Topic		
3.1.8 Analysing the strategic position of a business		
Content (Intent)		
Prior Learning – This unit builds on the theory from unit 3.1.3 as it introduces the strategies that are available to a business such as Ansoff.		
Students of this course study business in a variety of contexts (eg large/small, UK focused/global, service/manufacturing) and consider the importance of the context of business in relation to decision making. The topics covered in this unit are:		
Ansoff Matrix	Understand the 4 strategies & their implications	
	The reasons for choosing each option + pros/cons	
Porters Generic Model	The reasons for choosing each option + pros/cons	
Bowman's Strategic Clock	Understand key elements of the concept	
Influences on positioning strategy	Consider both internal & external influences	
	Consider the benefits of having a competitive advantage	
	The difficulties in maintaining a competitive advantage	
Future Learning – This unit will allow students to answer the longer essay questions found in both BUS1 and BUS3 exam papers.		
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">- Teacher led lesson content- Group discussion/debates and questioning- Using business terminology- Reference to business examples throughout		<ul style="list-style-type: none">- End of topic assessment- Past Paper responses and essays. Marked and feedback given.- 25 Mark Essay Questions- Verbal responses. Individual and class feedback given.
How can parents help at home?		
<ul style="list-style-type: none">• 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 business related documentaries		
Helpful further reading/discussion		
Reading <ul style="list-style-type: none">- My revision notes: AQA A Level Business- Business Review magazines (subscribe online)- Tutor2U website- BBC Business news	Subject Key Terms <ul style="list-style-type: none">- Strategy- Competitive Advantage- Niche Markets- Mass Markets	Careers Links <ul style="list-style-type: none">- Recruitment Consultants- HR Consultants- Trade Unions