

Subject	Year	Term
Business	Year 13	Autumn 2
Topic		
3.1.9 Strategic Methods: How to pursue strategies		
Content (Intent)		
Prior Learning – This is a standalone unit that looks at the strategic options available to a business.		
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:		
Growth & Retrenchment	Types of Growth to include organic & external	
	The difference between organic & external	
How to manage and overcome problems of growth & retrenchment	Issues with growth to include economies of scale, diseconomies of scale, experience curve, synergy and overtrading	
	Greiners model of Growth	
	The impact of growth on all functional areas	
Assessing methods and types of growth	To include mergers, ventures, franchising and takeovers.	
Innovation	Types of innovation to include product & process	
	The ways of becoming an innovative organisation (kaizen, intrapreneurship, benchmarking & research)	
	How to protect innovation (patents & copyright)	
	The impact of innovation on all functional areas	
Assessing Internalisation	Why trade with international markets	
	Methods of trading with international markets (export, licensing, alliances and direct investment)	
	Factors influencing the attractiveness of international markets	
	Ways of entering international markets	
	Influences on buying & selling goods from overseas	
	Managing international businesses to include Bartlett & Goshals global strategies	
	The impact of internalisation on all functional areas	
Use of Digital Technology	Should include e-commerce, big data, data mining and enterprise resource planning (ERP)	
	The value of digital technology	
	The impact of digital technology on all functional areas	
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.- 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"> - Innovation - Data Mining - Big Data - Internationalisation - Patents - Copyright - Intrapreneurship - Kaizen 	Careers Links <ul style="list-style-type: none"> - Management Consultants - E-commerce - Entrepreneurship
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