



Business Studies Unit Overview Year A Level Theme 4 Lockdown

Business Studies – Theme 4 Global Business Autumn Term 1

During school closure Business students completed Theme 1 and 2 of the syllabus. Work was also started for Themes 3 and 4. Assessments were completed throughout school closure and feedback was issued to student individually, which will be discussed during the revisiting period.

All students will revisit the material covered on return to school in the first three weeks of September and will be assessed on their understanding of key terminology and skills. Although this will initially occur during the first three weeks in September, it will continue throughout year two as year 12 topics overlap with year 13 topics. Those students who need further support will be able to find all resources on Sharepoint and will be closely monitored by their class teachers. Students should be fully caught up at the end of this three-week period. The additional curriculum time will also allow for more recaps to take place. Closer to the exam period, revision in class and additional sessions will be offered.

Lockdown -review of learning coverage

| Theme 1 |
|---------------|
| Lockdown |
| Recap |
| 1.4.4 |
| Motivation in |
| theory |
| and practice |
| - |

importance of employee motivation to a business. Students will learn about motivation theories including Taylor (scientific management), Mayo (human relations theory), Maslow (hierarchy of needs), Herzberg (two factor theory). Students will learn about financial incentives to improve employee performance such as piecework, commission, bonus, profit share and performance-related pay. Students will learn about non-financial techniques to improve employee. Performance such as delegation, consultation, empowerment, team working, flexible working, job enrichment, job rotation, job enlargement.

Knowledge: Students will learn about the

Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.

Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.

Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.

An outstanding commitment shown to participating in group activities and supporting peers.

GCSE Links

2.5.4 Motivation

issued at the beginning of the course. **Sharepoint Resources** for students Class teacher **Powerpoints Topic Tests** Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u

Student textbooks are





| | Understanding: Students will understand the importance of motivation. | Utilising the exam technique at every opportunity when answering questions, verbally or in writing. | | Social Media Resources for |
|------------------------------|--|---|-----------------------------------|--|
| | Students will understand motivation theories. Students will understand financial and non-financial methods of motivation. Skills: | Evidence of wider reading, research and current thinking in the subject. | | Students Youtube Bizconsesh |
| | Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data. | Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data. | | Joe Bayley Revision Tutor2u |
| Theme 1 Lockdown Recap | Knowledge Students will learn about leadership and the distinction between management and | Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds. | GCSE Links 1.1.3 The | Student textbooks are issued at the beginning of the |
| 1.4.5 Leadership | leadership. Students will learn about types of leadership style including, autocratic, paternalistic, democratic and laissez-faire. Understanding | Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives. | role of business enterprise | course. Sharepoint Resources for students Class teacher Powerpoints |
| | Students will understand leadership and the difference from management. Students will understand the types of leadership. | Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts. | | Topic Tests Past Exam Papers Mark Schemes Revision Guide |
| | Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and | An outstanding commitment shown to participating in group activities and supporting peers. | | Online Resources for Students Seneca Learning Bee Business Bee Tutor2u |
| | how to analyse and evaluate data. | Utilising the exam technique at every opportunity when answering questions, verbally or in writing. | | Social Media Resources for Students |
| | | Evidence of wider reading, research and current thinking in the subject. | | Youtube Bizconsesh Joe Bayley Revision Tutor2u |





| | Demonstrating outstanding ability | y to apply |
|--|--------------------------------------|------------------|
| | quantitative skills relevant to busi | iness, including |
| | using and interpreting data. | |





| What are we learning? | What knowledge, understanding and skills will we gain? | What does mastery look like? | How does this build on prior learning? | What additional resources are available? |
|-------------------------------|---|--|---|--|
| 4.1.1 Growing economies | Knowledge Students will learn about the growth rate of the UK economy compared to emerging economies. Students will learn about the growing economic power of countries within Asia, Africa and other parts of the world. Students will learn about the implications of economic growth for individuals and businesses such as trade opportunities for businesses and employment patterns. Students will learn about the indicators of growth such as Gross Domestic Product (GDP) per capita, literacy, health and the Human Development Index (HDI). Understanding Students will understand the growth rate of the UK economy and in other emerging economies globally. Students will understand about the implications of growth and the indicators of growth. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data. | Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives. Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts. An outstanding commitment shown to participating in group activities and supporting peers. Utilising the exam technique at every opportunity when answering questions, verbally or in writing. Evidence of wider reading, research and current thinking in the subject. Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data. | GCSE Links 1.2.4 The Competitive environment 1.5.4 The economy and business 2.1.3 Business and Globalisation Theme 1 Links 1.2.1 Demand 1.2.2 Supply 1.2.3 Markets This will be a new aspect of the course for most. Those students studying Economics may have some knowledge of these concepts. MINTS and BRICS are | are available? Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u |
| 4.1.2 | Knowledge Students will learn about exports and imports. | Demonstrating exceptional knowledge and understanding of business | also covered in Geography. GCSE Links | Student textbooks are issued at the |





| International | Students will learn about the link between | concepts, business terminology and | 1.2.4 The Competitive | beginning of the |
|---------------|--|--|--------------------------|----------------------|
| trade and | business specialisation and competitive | business objectives. | environment | course. |
| business | advantage. | Business esjeetives. | | Sharepoint Resources |
| growth | Students will learn about foreign direct | Consistently applying knowledge and | 1.5.4 The economy and | for students |
| growar | investment (FDI) and its link to business | understanding to contemporary | business | Class teacher |
| | growth. | business issues and to different types | | Powerpoints |
| | Understanding | and sizes of businesses, in local, | 2.1.3 Business and | Topic Tests |
| | Students will understand exports and imports. | national and global contexts. | Globalisation | Past Exam Papers |
| | Students will understand competitive | Transmar and grobal combiner | | Mark Schemes |
| | advantage and specialisation. | An outstanding commitment shown to | Theme 1 Links | Revision Guide |
| | Students will understand what FDI is and its | participating in group activities and | | Online Resources for |
| | links to growth. | supporting peers. | 1.2.1 Demand | Students |
| | Skills | 3,111 | | Seneca Learning |
| | Defining key terms, demonstrating | Utilising the exam technique at every | 1.2.2 Supply | Bee Business Bee |
| | independence; working collaboratively with | opportunity when answering questions, | | Tutor2u |
| | others, utilising exam technique, using case | verbally or in writing. | 1.2.3 Markets | Social Media |
| | studies effectively, understanding context and | , , | | Resources for |
| | how to analyse and evaluate data. | Evidence of wider reading, research | This will be a new | Students |
| | , | and current thinking in the subject. | aspect of the course for | Youtube |
| | | | most. | Bizconsesh |
| | | Demonstrating outstanding ability to | Those students | Joe Bayley Revision |
| | | apply quantitative skills relevant to | studying Economics will | Tutor2u |
| | | business, including using and | have some knowledge | |
| | | interpreting data. | of these concepts. | |
| | | | | |





| 4.1.3 |
|---------------|
| Factors |
| contributing |
| to increased |
| globalisation |

Knowledge

Students will learn about the reduction of international trade barriers/trade liberalisation.

Students will learn about political change, reduced cost of transport and communication, increased significance of global (transnational) companies, increased investment flows (FDI), migration (within and between economies, the growth of the global labour force and structural change.

Understanding

Students will understand the reduction of international trade barriers and how these factors have increased globalisation. Skills

Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.

Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.

Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.

An outstanding commitment shown to participating in group activities and supporting peers.

Utilising the exam technique at every opportunity when answering questions, verbally or in writing.

Evidence of wider reading, research and current thinking in the subject.

Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.

1.2.4 The Competitive

GCSE Links

environment

1.5.4 The economy and business

2.1.3 Business and Globalisation

In to Theme 1 Links d 1.2.1 Demand

s, 1.2.2 Supply

aspect of the course for most.
Those students studying Economics will have some knowledge

of these concepts.

This will be a new

issued at the beginning of the course.
Sharepoint Resources

Student textbooks are

for students Class teacher

Powerpoints
Topic Tests

Past Exam Papers Mark Schemes

Revision Guide Online Resources for

Students

Seneca Learning Bee Business Bee

Tutor2u

Social Media Resources for

Students Youtube Bizconsesh

Joe Bayley Revision

Tutor2u





| Business Studies – Theme 4 Global Business Autumn Term 2 | | | | |
|--|--|---|---|---|
| What are we learning? | What knowledge, understanding and skills will we gain? | What does mastery look like? | How does this build on prior learning? | What additional resources are available? |
| 4.1.4 Protectionism | Knowledge Students will learn about tariffs and import quotas and other trade barriers | Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives. | GCSE Links 1.2.4 The Competitive environment | Student textbooks are issued at the beginning of the course. Sharepoint Resources |
| | such as government legislation and domestic subsidies. Understanding | Consistently applying knowledge and understanding to contemporary business issues and to different types | 1.5.4 The economy and business | for students Class teacher Powerpoints Topic Tests |
| | Students will understand the key concept of protectionism. | and sizes of businesses, in local, national and global contexts. | 2.1.3 Business and Globalisation | Past Exam Papers Mark Schemes Revision Guide |
| | Skills Defining key terms, | An outstanding commitment shown to participating in group activities and | Theme 1 Links | Online Resources for Students |
| | demonstrating independence; working | supporting peers. | 1.2.1 Demand | Seneca Learning Bee Business Bee |
| | collaboratively with others, utilising exam technique, | Utilising the exam technique at every opportunity when answering | 1.2.2 Supply | Tutor2u Social Media Resource |
| | using case studies effectively, understanding | questions, verbally or in writing. | 1.2.3 Markets | for Students Youtube |
| | context and how to analyse and evaluate data. | Evidence of wider reading, research and current thinking in the subject. | This will be a new aspect of the course for most. Those students studying | Bizconsesh Joe Bayley Revision Tutor2u |
| | | Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data. | Economics will have some knowledge of these concepts. | |





| 4.1.5 | Knowledge | Demonstrating exceptional knowledge | GCSE Links | Student textbooks are |
|---------------|------------------------------|--|---------------------------|-------------------------|
| Trading blocs | Students will learn about | and understanding of business | | issued at the beginning |
| | the expansion of trading | concepts, business terminology and | 1.2.4 The Competitive | of the course. |
| | blocs such as the EU and | business objectives. | environment | Sharepoint Resources |
| | the single market, the | | | for students |
| | ASEAN and NAFTA. | Consistently applying knowledge and | 1.5.4 The economy and | Class teacher |
| | Students will learn about | understanding to contemporary | business | Powerpoints |
| | the Impact on businesses | business issues and to different types | | Topic Tests |
| | of trading blocs. | and sizes of businesses, in local, | 2.1.3 Business and | Past Exam Papers |
| | Understanding | national and global contexts. | Globalisation | Mark Schemes |
| | Students will understand | | | Revision Guide |
| | the key concept of trading | An outstanding commitment shown to | Theme 1 Links | Online Resources for |
| | blocs. | participating in group activities and | | Students |
| | Skills | supporting peers. | 1.2.1 Demand | Seneca Learning |
| | Defining key terms, | | | Bee Business Bee |
| | demonstrating | Utilising the exam technique at every | 1.2.2 Supply | Tutor2u |
| | independence; working | opportunity when answering | | Social Media Resources |
| | collaboratively with others, | questions, verbally or in writing. | 1.2.3 Markets | for Students |
| | utilising exam technique, | | | Youtube |
| | using case studies | Evidence of wider reading, research | This will be a new aspect | Bizconsesh |
| | effectively, understanding | and current thinking in the subject. | of the course for most. | Joe Bayley Revision |
| | context and how to analyse | | Those students studying | Tutor2u |
| | and evaluate data. | Demonstrating outstanding ability to | Economics will have | |
| | | apply quantitative skills relevant to | some knowledge of these | |
| | | business, including using and | concepts. | |
| | | interpreting data. | | |
| | | | | |





| 4.2.1 | Knowledge | Demonstrating exceptional knowledge | GCSE Links | Student textbooks are |
|-----------------|--------------------------------|--|---------------------------|-----------------------------|
| Conditions that | Students will learn about | and understanding of business | | issued at the beginning |
| prompt trade | the push factors such as | concepts, business terminology and | 1.2.4 The Competitive | of the course. |
| | saturated markets and | business objectives. | environment | Sharepoint Resources |
| | competition | | | for students |
| | Students will learn about | Consistently applying knowledge and | 1.5.4 The economy and | Class teacher |
| | the pull factors such as | understanding to contemporary | business | Powerpoints |
| | economies of scale and risk | business issues and to different types | | Topic Tests |
| | spreading | and sizes of businesses, in local, | 2.1.3 Business and | Past Exam Papers |
| | Students will learn about | national and global contexts. | Globalisation | Mark Schemes |
| | the possibility of off-shoring | | | Revision Guide |
| | and outsourcing and | An outstanding commitment shown to | Theme 1 Links | Online Resources for |
| | extending the product life | participating in group activities and | | Students |
| | cycle by selling in multiple | supporting peers. | 1.2.1 Demand | Seneca Learning |
| | markets. | | | Bee Business Bee |
| | Understanding | Utilising the exam technique at every | 1.2.2 Supply | Tutor2u |
| | Students will understand | opportunity when answering | | Social Media Resources |
| | the push and pull factors | questions, verbally or in writing. | 1.2.3 Markets | for Students |
| | that prompt trade. | | The same O. Limber | Youtube |
| | Students will understand | Evidence of wider reading, research | Theme 2 Links | Bizconsesh |
| | off-shoring and outsourcing | and current thinking in the subject. | 2.5.1 Economic influences | Joe Bayley Revision Tutor2u |
| | and extending the PLC. Skills | Demonstrating outstanding ability to | 2.5.1 Economic influences | Tutorzu |
| | Defining key terms, | apply quantitative skills relevant to | 2.5.3 The Competitive | |
| | demonstrating | business, including using and | environment | |
| | independence; working | interpreting data. | CHVIIOHITICH | |
| | collaboratively with others, | interpreting data. | This will be a new aspect | |
| | utilising exam technique, | | of the course for most. | |
| | using case studies | | Those students studying | |
| | effectively, understanding | | Economics will have | |
| | context and how to analyse | | some knowledge of these | |
| | and evaluate data. | | concepts. | |
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| 4.2.2 | Knowledge | Demonstrating exceptional knowledge | GCSE Links | Student textbooks are |
| Assessment of a | Students will learn about | and understanding of business | | issued at the beginning |
| country as a market | the factors to consider such | concepts, business terminology and | 1.2.4 The Competitive | of the course. |
| | as levels and growth of | business objectives. | environment | Sharepoint Resources |
| | disposable income, the | | | for students |
| | ease of doing business, | Consistently applying knowledge and | 1.5.4 The economy and | Class teacher |
| | infrastructure, political | understanding to contemporary | business | Powerpoints |
| | stability and exchange | business issues and to different types | | Topic Tests |
| | rates. | and sizes of businesses, in local, | 2.1.3 Business and | Past Exam Papers |
| | Understanding | national and global contexts. | Globalisation | Mark Schemes |
| | Students will understand | | | Revision Guide |
| | how to assess a country as | An outstanding commitment shown to | Theme 1 Links | Online Resources for |
| | a market. | participating in group activities and | | Students |
| | Skills | supporting peers. | 1.2.1 Demand | Seneca Learning |
| | Defining key terms, | 11 31 | | Bee Business Bee |
| | demonstrating | Utilising the exam technique at every | 1.2.2 Supply | Tutor2u |
| | independence; working | opportunity when answering | | Social Media Resources |
| | collaboratively with others, | questions, verbally or in writing. | 1.2.3 Markets | for Students |
| | utilising exam technique, | queenens, remaining | | Youtube |
| | using case studies | Evidence of wider reading, research | Theme 2 Links | Bizconsesh |
| | effectively, understanding | and current thinking in the subject. | | Joe Bayley Revision |
| | context and how to analyse | and carrent amming in the care, con | 2.5.1 Economic influences | Tutor2u |
| | and evaluate data. | Demonstrating outstanding ability to | | . 3.5.23 |
| | and ovaluate data. | apply quantitative skills relevant to | 2.5.3 The Competitive | |
| | | business, including using and | environment | |
| | | interpreting data. | on vii on in one | |
| | | interpreting data. | This will be a new aspect | |
| | | | of the course for most. | |
| | | | Those students studying | |
| | | | Economics will have | |
| | | | some knowledge of these | |
| | | | concepts. | |
| 4.2.3 | Knowledge | Demonstrating exceptional knowledge | GCSE Links | Student textbooks are |
| 4.2.3 | Students will learn about | and understanding of business | GOSE LIIKS | |
| | the factors to consider such | and understanding or business | | issued at the beginning of the course. |
| | the factors to consider such | | | or the course. |





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|---------------------|-------------------------------|--|---------------------------|------------------------|
| Assessment of a | as costs of production, | concepts, business terminology and | 1.2.4 The Competitive | Sharepoint Resources |
| country as a | skills and availability of | business objectives. | environment | for students |
| production location | labour force, infrastructure, | | | Class teacher |
| | location in trade bloc, | Consistently applying knowledge and | 1.5.4 The economy and | Powerpoints |
| | government incentives, | understanding to contemporary | business | Topic Tests |
| | ease of doing business, | business issues and to different types | | Past Exam Papers |
| | political stability, natural | and sizes of businesses, in local, | 2.1.3 Business and | Mark Schemes |
| | resources and likely return | national and global contexts. | Globalisation | Revision Guide |
| | on investment | | | Online Resources for |
| | Understanding | An outstanding commitment shown to | Theme 1 Links | Students |
| | Students will understand | participating in group activities and | | Seneca Learning |
| | how to assess a country as | supporting peers. | 1.2.1 Demand | Bee Business Bee |
| | a production location. | | | Tutor2u |
| | Skills | Utilising the exam technique at every | 1.2.2 Supply | Social Media Resources |
| | Defining key terms, | opportunity when answering | | for Students |
| | demonstrating | questions, verbally or in writing. | 1.2.3 Markets | Youtube |
| | independence; working | | | Bizconsesh |
| | collaboratively with others, | Evidence of wider reading, research | This will be a new aspect | Joe Bayley Revision |
| | utilising exam technique, | and current thinking in the subject. | of the course for most. | Tutor2u |
| | using case studies | | Those students studying | |
| | effectively, understanding | Demonstrating outstanding ability to | Economics will have | |
| | context and how to analyse | apply quantitative skills relevant to | some knowledge of these | |
| | and evaluate data. | business, including using and | concepts. | |
| | | interpreting data. | | |
| | | interpretaing data. | | |
| | | | | |





| 4.2.4 | Knowledge | Demonstrating exceptional knowledge | GCSE Links | Student textbooks are |
|--------------------|-------------------------------|--|---------------------------|-------------------------|
| Reasons for global | Students will learn about | and understanding of business | | issued at the beginning |
| mergers or joint | spreading risk over different | concepts, business terminology and | 1.2.4 The Competitive | of the course. |
| ventures | countries/regions, entering | business objectives. | environment | Sharepoint Resources |
| | new markets/trade blocs, | | | for students |
| | acquiring | Consistently applying knowledge and | 1.5.4 The economy and | Class teacher |
| | national/international brand | understanding to contemporary | business | Powerpoints |
| | names/patents, securing | business issues and to different types | | Topic Tests |
| | resources/supplies and | and sizes of businesses, in local, | 2.1.3 Business and | Past Exam Papers |
| | maintaining/increasing | national and global contexts. | Globalisation | Mark Schemes |
| | global competitiveness | | | Revision Guide |
| | Understanding | An outstanding commitment shown to | Theme 1 Links | Online Resources for |
| | Students will understand | participating in group activities and | | Students |
| | the spread of risk and | supporting peers. | 1.2.1 Demand | Seneca Learning |
| | maintaining global | | | Bee Business Bee |
| | competitiveness. | Utilising the exam technique at every | 1.2.2 Supply | Tutor2u |
| | Skills | opportunity when answering | | Social Media Resources |
| | Defining key terms, | questions, verbally or in writing. | 1.2.3 Markets | for Students |
| | demonstrating | | | Youtube |
| | independence; working | Evidence of wider reading, research | This will be a new aspect | Bizconsesh |
| | collaboratively with others, | and current thinking in the subject. | of the course for most. | Joe Bayley Revision |
| | utilising exam technique, | | Those students studying | Tutor2u |
| | using case studies | Demonstrating outstanding ability to | Economics will have | |
| | effectively, understanding | apply quantitative skills relevant to | some knowledge of these | |
| | context and how to analyse | business, including using and | concepts. | |
| | and evaluate data. | interpreting data. | | |
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| 4.2.5 | Knowledge | Demonstrating exceptional knowledge | GCSE Links | Student textbooks are |
|-----------------|------------------------------|--|---------------------------|-------------------------|
| Global | Students will learn about | and understanding of business | | issued at the beginning |
| competitiveness | the impact of movements in | concepts, business terminology and | 1.2.4 The Competitive | of the course. |
| 1 | exchange rates. Students | business objectives. | environment | Sharepoint Resources |
| | will learn about competitive | , | | for students |
| | advantage through, cost | Consistently applying knowledge and | 1.5.4 The economy and | Class teacher |
| | competitiveness and | understanding to contemporary | business | Powerpoints |
| | differentiation. | business issues and to different types | | Topic Tests |
| | Students will learn about | and sizes of businesses, in local, | 2.1.3 Business and | Past Exam Papers |
| | skill shortages and their | national and global contexts. | Globalisation | Mark Schemes |
| | impact on international | | | Revision Guide |
| | competitiveness. | An outstanding commitment shown to | Theme 1 Links | Online Resources for |
| | Understanding | participating in group activities and | | Students |
| | Students will understand | supporting peers. | 1.2.1 Demand | Seneca Learning |
| | the key concepts of global | | | Bee Business Bee |
| | competitiveness. | Utilising the exam technique at every | 1.2.2 Supply | Tutor2u |
| | Skills | opportunity when answering | | Social Media Resources |
| | Defining key terms, | questions, verbally or in writing. | 1.2.3 Markets | for Students |
| | demonstrating | | | Youtube |
| | independence; working | Evidence of wider reading, research | Theme 2 Links | Bizconsesh |
| | collaboratively with others, | and current thinking in the subject. | | Joe Bayley Revision |
| | utilising exam technique, | | 2.5.1 Economic influences | Tutor2u |
| | using case studies | Demonstrating outstanding ability to | | |
| | effectively, understanding | apply quantitative skills relevant to | 2.5.3 The Competitive | |
| | context and how to analyse | business, including using and | environment | |
| | and evaluate data. | interpreting data. | | |
| | | | This will be a new aspect | |
| | | | of the course for most. | |
| | | | Those students studying | |
| | | | Economics will have | |
| | | | some knowledge of these | |
| | | | concepts. | |





| | Business Studies – Theme 4 Global Business Spring Term 1 | | | | |
|-----------------------|---|--|--|---|--|
| What are we learning? | What knowledge, understanding and skills will we gain? | What does mastery look like? | How does this build on prior learning? | What additional resources are available? | |
| 4.3.1 Marketing | Knowledge Students will learn about the global marketing strategy and global localisation (glocalisation). Students will learn about the different marketing approaches such as domestic/ethnocentric, mixed/geocentric and international/polycentric. Students will learn about the application and adaptation of the marketing mix (4Ps) and Ansoff's Matrix to global markets. Understanding Students will understand the key differences in global marketing from domestic marketing. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data. | Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives. Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts. An outstanding commitment shown to participating in group activities and supporting peers. Utilising the exam technique at every opportunity when answering questions, verbally or in writing. Evidence of wider reading, research and current thinking in the subject. Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data. | 1.2.4 The Competitive environment 1.5.4 The economy and business 2.1.3 Business and Globalisation Theme 1 Links 1.2.1 Demand 1.2.2 Supply 1.2.3 Markets 1.3.5 Marketing strategy This will be a new aspect of the course for most. Those students studying Economics will have some knowledge of these concepts. | Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u | |





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|-----------------|---|--|------------------------------|-----------------------|
| 4.3.3 | Knowledge | Demonstrating exceptional knowledge and | GCSE Links | Student textbooks are |
| Cultural/social | Students will learn about the | understanding of business concepts, | | issued at the |
| factors | considerations for businesses in | business terminology and business | 1.2.4 The Competitive | beginning of the |
| | cultural differences, different tastes, | objectives. | environment | course. |
| | language, unintended meanings, | | | Sharepoint Resources |
| | inappropriate/inaccurate translations | Consistently applying knowledge and | 1.5.4 The economy and | for students |
| | and inappropriate branding and | understanding to contemporary business | business | Class teacher |
| | promotion | issues and to different types and sizes of | | Powerpoints |
| | Understanding | businesses, in local, national and global | 2.1.3 Business and | Topic Tests |
| | Students will understand the key | contexts. | Globalisation | Past Exam Papers |
| | cultural and social factors for | | | Mark Schemes |
| | businesses. | An outstanding commitment shown to | Theme 1 Links | Revision Guide |
| | Skills | participating in group activities and | | Online Resources for |
| | Defining key terms, demonstrating | supporting peers. | 1.2.1 Demand | Students |
| | independence; working | | | Seneca Learning |
| | collaboratively with others, utilising | Utilising the exam technique at every | 1.2.2 Supply | Bee Business Bee |
| | exam technique, using case studies | opportunity when answering questions, | | Tutor2u |
| | effectively, understanding context | verbally or in writing. | 1.2.3 Markets | Social Media |
| | and how to analyse and evaluate | | | Resources for |
| | data. | Evidence of wider reading, research and | This will be a new aspect of | Students |
| | | current thinking in the subject. | the course for most. | Youtube |
| | | | Those students studying | Bizconsesh |
| | | Demonstrating outstanding ability to apply | Economics will have some | Joe Bayley Revision |
| | | quantitative skills relevant to business, | knowledge of these | Tutor2u |
| | | including using and interpreting data. | concepts. | |
| | | | • | |





| 4.4.1 | Knowledge | Demonstrating exceptional knowledge and | GCSE Links | Student textbooks are |
|---------------|--|--|------------------------------|-----------------------|
| The impact of | Students will learn about the impact | understanding of business concepts, | | issued at the |
| MNCs | of MNCs on the local economy such | business terminology and business | 1.2.4 The Competitive | beginning of the |
| | as local labour, wages, working | objectives. | environment | course. |
| | conditions and job creation. Local | | | Sharepoint Resources |
| | businesses, the local community | Consistently applying knowledge and | 1.5.4 The economy and | for students |
| | and the environment. | understanding to contemporary business | business | Class teacher |
| | Students will learn about the impact | issues and to different types and sizes of | | Powerpoints |
| | of MNCs on the national economy | businesses, in local, national and global | 2.1.3 Business and | Topic Tests |
| | such as FDI flows, balance of | contexts. | Globalisation | Past Exam Papers |
| | payments, technology and skills | | | Mark Schemes |
| | transfer, consumers, business | An outstanding commitment shown to | Theme 1 Links | Revision Guide |
| | culture, tax revenues and transfer | participating in group activities and | | Online Resources for |
| | pricing. | supporting peers. | 1.2.1 Demand | Students |
| | Understanding | | | Seneca Learning |
| | Students will understand the impact | Utilising the exam technique at every | 1.2.2 Supply | Bee Business Bee |
| | of MNCs on local and national | opportunity when answering questions, | | Tutor2u |
| | economies. | verbally or in writing. | 1.2.3 Markets | Social Media |
| | Skills | | | Resources for |
| | Defining key terms, demonstrating | Evidence of wider reading, research and | This will be a new aspect of | Students |
| | independence; working | current thinking in the subject. | the course for most. | Youtube |
| | collaboratively with others, utilising | | Those students studying | Bizconsesh |
| | exam technique, using case studies | Demonstrating outstanding ability to apply | Economics will have some | Joe Bayley Revision |
| | effectively, understanding context | quantitative skills relevant to business, | knowledge of these | Tutor2u |
| | and how to analyse and evaluate | including using and interpreting data. | concepts. | |
| | data. | | | |
| | | | | |





| 4.4.2 | Knowledge | Demonstrating exceptional knowledge and | GCSE Links | Student textbooks are |
|--------|--|--|------------------------------|-----------------------|
| Ethics | Students will learn about | understanding of business concepts, | | issued at the |
| | stakeholder conflicts, pay and | business terminology and business | 1.2.4 The Competitive | beginning of the |
| | working conditions, environmental | objectives. | environment | course. |
| | considerations such as emissions | | | Sharepoint Resources |
| | and waste disposal, supply chain | Consistently applying knowledge and | 1.5.4 The economy and | for students |
| | considerations, exploitation of | understanding to contemporary business | business | Class teacher |
| | labour and child labour, | issues and to different types and sizes of | | Powerpoints |
| | Students will learn about the | businesses, in local, national and global | 2.1.3 Business and | Topic Tests |
| | marketing considerations such as | contexts. | Globalisation | Past Exam Papers |
| | misleading product labelling and | | | Mark Schemes |
| | inappropriate promotional activities. | An outstanding commitment shown to | 2.1.4 Ethics, the | Revision Guide |
| | Understanding | participating in group activities and | environment and business | Online Resources for |
| | Students will understand the | supporting peers. | | Students |
| | stakeholder conflicts with regards to | | Theme 1 Links | Seneca Learning |
| | ethics. | Utilising the exam technique at every | | Bee Business Bee |
| | Students will understand the | opportunity when answering questions, | 1.2.1 Demand | Tutor2u |
| | marketing considerations | verbally or in writing. | | Social Media |
| | surrounding ethics. | | 1.2.2 Supply | Resources for |
| | Skills | Evidence of wider reading, research and | | Students |
| | Defining key terms, demonstrating | current thinking in the subject. | 1.2.3 Markets | Youtube |
| | independence; working | | | Bizconsesh |
| | collaboratively with others, utilising | Demonstrating outstanding ability to apply | This will be a new aspect of | Joe Bayley Revision |
| | exam technique, using case studies | quantitative skills relevant to business, | the course for most. | Tutor2u |
| | effectively, understanding context | including using and interpreting data. | Those students studying | |
| | and how to analyse and evaluate | | Economics will have some | |
| | data. | | knowledge of these | |
| | | | concepts. | |
| | | | | |
| | | | | |





| 4.4.3 | Knowladge | Domonatrating eventional knowledge and | GCSE Links | Student textbooks are |
|-------------|---|--|--|-----------------------|
| _ | Knowledge Students will learn about the factors | Demonstrating exceptional knowledge and | GCSE LINKS | |
| Controlling | | understanding of business concepts, | 1 0 1 TI 0 177 | issued at the |
| MNCs | to consider, such as political | business terminology and business | 1.2.4 The Competitive | beginning of the |
| | influence, legal control, pressure | objectives. | environment | course. |
| | groups and social media. | | | Sharepoint Resources |
| | Understanding | Consistently applying knowledge and | 1.5.4 The economy and | for students |
| | Students will understand how MNCs | understanding to contemporary business | business | Class teacher |
| | are controlled. | issues and to different types and sizes of | | Powerpoints |
| | Skills | businesses, in local, national and global | 2.1.3 Business and | Topic Tests |
| | Defining key terms, demonstrating | contexts. | Globalisation | Past Exam Papers |
| | independence; working | | | Mark Schemes |
| | collaboratively with others, utilising | An outstanding commitment shown to | 2.1.4 Ethics, the | Revision Guide |
| | exam technique, using case studies | participating in group activities and | environment and business | Online Resources for |
| | effectively, understanding context | supporting peers. | | Students |
| | and how to analyse and evaluate | | Theme 1 Links | Seneca Learning |
| | data. | Utilising the exam technique at every | | Bee Business Bee |
| | | opportunity when answering questions, | 1.2.1 Demand | Tutor2u |
| | | verbally or in writing. | | Social Media |
| | | l contain, or in mining. | 1.2.2 Supply | Resources for |
| | | Evidence of wider reading, research and | | Students |
| | | current thinking in the subject. | 1.2.3 Markets | Youtube |
| | | | 1.2.0 Markoto | Bizconsesh |
| | | Demonstrating outstanding ability to apply | This will be a new aspect of | Joe Bayley Revision |
| | | quantitative skills relevant to business, | the course for most. | Tutor2u |
| | | including using and interpreting data. | | Tutorzu |
| | | including using and interpreting data. | Those students studying Economics will have some | |
| | | | | |
| | | | knowledge of these | |
| | | | concepts. | |
| | | | | |





| Focus on | Knowledge | Demonstrating exceptional independence | Theme 1 & 4 prior learning | Student textbooks are |
|---------------|--|---|-----------------------------|-----------------------|
| revision for | Students will use their knowledge | as students, and as critical and reflective | · | issued at the |
| final exams | gained in Theme 1 & 4 to complete | thinkers with enquiring minds. | Exam technique prior | beginning of the |
| | past exam papers, practice multiple | | learning | course. |
| Focus on | choice questions and work on | Demonstrating exceptional knowledge and | | Sharepoint Resources |
| exam | improving their exam technique. | understanding of business concepts, | End of topic tests prior | for students |
| technique for | Understanding | business terminology and business | learning | Class teacher |
| final exams | Students will work on ensuring they | objectives. | | Powerpoints |
| | understand the exam process and | | Calculations prior learning | Topic Tests |
| Focus on | what to expect for their final exam. | Consistently applying knowledge and | | Past Exam Papers |
| feedback | Skills | understanding to contemporary business | Analysing and evaluating | Mark Schemes |
| from | Defining key terms, demonstrating | issues and to different types and sizes of | case studies prior learning | Revision Guide |
| examiner | independence; working | businesses, in local, national and global | | |
| reports/past | collaboratively with others, utilising | contexts. | Assessment books | Online Resources for |
| papers | exam technique, using case studies | | | Students |
| | effectively, understanding context | An outstanding commitment shown to | Year 12 exam | Seneca Learning |
| Focus on | and how to analyse and evaluate | participating in group activities and | | Bee Business Bee |
| feed forward | data. | supporting peers. | | Tutor2u |
| from past | | | | |
| papers, case | | Utilising the exam technique at every | | Social Media |
| studies and | | opportunity when answering questions, | | Resources for |
| short answer | | verbally or in writing. | | Students |
| questions. | | | | Youtube |
| | | Evidence of wider reading, research and | | Bizconsesh |
| | | current thinking in the subject. | | Joe Bayley Revision |
| | | | | Tutor2u |
| | | Demonstrating outstanding ability to apply | | |
| | | quantitative skills relevant to business, | | |
| | | including using and interpreting data. | | |





Business Studies – Theme 4 Global Business Spring Term 2

Students will now prepare for Paper 3.

Paper 3 Investigating business in a competitive environment.

Paper code: 9BSO/03

30% of the total qualification

Each question is drawn from one or more of the following contexts: local, national or global.

Section A will focus on the broad context provided in the pre-released document, issued by Edexcel.

Section B will focus on at least one strand within the context provided.

Each section will contain unseen stimulus materials comprising quantitative and qualitative evidence.

Students are required to apply their knowledge and understanding from Themes 1, 2, 3 and 4 and their

understanding of the broad context, to this evidence.

Questions in Sections A and B each comprise one data response question broken down into a number of parts, including one extended open-response question.

Students cannot take any of their research or investigation data carried out as part of the pre-release into the examination.

The assessment comprises 2 questions.

The assessment comprises 100 marks.

Each year the pre – released case study is different.





| What are we learning? | What knowledge, understanding and skills will we gain? | What does mastery look like? | How does this build on prior learning? | What additional resources are available? |
|-----------------------|--|--|--|--|
| Research of | Knowledge | Demonstrating exceptional knowledge | GCSE Links | Student textbooks are |
| businesses in the | Students will learn about the | and understanding of business | These will | issued at the |
| industry of the pre- | businesses in this industry and how | concepts, business terminology and | obviously change | beginning of the |
| issued case study | they relate to the questions | business objectives. | each year based | course. |
| | provided, preparing them for Section | | on the pre-issued | Sharepoint Resources |
| | B of the exam paper. | Consistently applying knowledge and | case study from | for students |
| | Understanding | understanding to contemporary | Edexcel. | Class teacher |
| | Students will understand the | business issues and to different types | | Powerpoints |
| | different and diverse types of | and sizes of businesses, in local, | Theme 1, 2, 3 & | Topic Tests |
| | businesses in the industry they will | national and global contexts. | 4 links | Past Exam Papers |
| | be examined on. | | These will | Mark Schemes |
| | Skills | An outstanding commitment shown to | obviously change | Revision Guide |
| | Defining key terms, demonstrating | participating in group activities and | each year based | |
| | independence; working | supporting peers. | on the pre-issued | Online Resources for |
| | collaboratively with others, utilising | | case study from | Students |
| | exam technique, using case studies | Utilising the exam technique at every | Edexcel. | Seneca Learning |
| | effectively, understanding context | opportunity when answering | | Bee Business Bee |
| | and how to analyse and evaluate | questions, verbally or in writing. | | Tutor2u |
| | data. | | | |
| | | Evidence of wider reading, research | | Social Media Resources |
| | | and current thinking in the subject. | | for Students |
| | | | | Youtube |
| | | Demonstrating outstanding ability to | | Bizconsesh |
| | | apply quantitative skills relevant to | | Joe Bayley Revision |
| | | business, including using and | | Tutor2u |
| | | interpreting data. | | |
| | | | | Paper 3 resources for |
| | | | | students |
| | | | | APT Support Pack |
| | | | | Zig Zag Support Pack |
| Research into the | Knowledge | Demonstrating exceptional knowledge | GCSE Links | Student textbooks are |
| key questions | | and understanding of business | | issued at the |
| | | | | |





| provided | by |
|----------|----|
| Edexcel. | |

Students will learn about the key questions from Edexcel and will be able to research these in a group setting using all resources available to them.

Understanding

Students will understand what they questions are and how they need to research them effectively.

Skills

Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.

concepts, business terminology and business objectives.

Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.

An outstanding commitment shown to participating in group activities and supporting peers.

Utilising the exam technique at every opportunity when answering questions, verbally or in writing.

Evidence of wider reading, research and current thinking in the subject.

Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.

These will obviously change each year based on the pre-issued case study from Edexcel.

Theme 1, 2, 3 & 4 links

These will obviously change each year based on the pre-issued case study from Edexcel.

beginning of the course.

Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide

Online Resources for Students Seneca Learning Bee Business Bee Tutor2u

Social Media Resources for Students **Youtube** Bizconsesh Joe Bayley Revision

Paper 3 resources for students APT Support Pack Zig Zag Support Pack

Tutor2u





Identify key elements of all Themes which apply to the preissued case study

Knowledge

Students will learn about how to use the syllabus and their individual Theme revision for Paper 3.

Understanding

Students will understand which parts of the syllabus relate to the preissued case study and how they could be turned into exam questions.

Skills

Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.

Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.

Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.

An outstanding commitment shown to participating in group activities and supporting peers.

Utilising the exam technique at every opportunity when answering questions, verbally or in writing.

Evidence of wider reading, research and current thinking in the subject.

Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.

GCSE Links

These will obviously change each year based on the pre-issued case study from Edexcel.

Theme 1, 2, 3 & 4 links

These will obviously change each year based on the pre-issued case study from Edexcel.

Student textbooks are issued at the beginning of the course.

Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide

Online Resources for Students Seneca Learning Bee Business Bee Tutor2u

Social Media Resources for Students **Youtube** Bizconsesh Joe Bayley Revision Tutor2u

Paper 3 resources for students APT Support Pack Zig Zag Support Pack





Complete practice questions, quizzes, worksheets and possible exam papers

Knowledge

Students will learn about the key areas of the syllabus that relate to the pre-issued case study and complete exam preparation using various resources.

Understanding

Students will understand how topics from the syllabus could become exam questions and how to answer them.

Skills

Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.

Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.

Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.

An outstanding commitment shown to participating in group activities and supporting peers.

Utilising the exam technique at every opportunity when answering questions, verbally or in writing.

Evidence of wider reading, research and current thinking in the subject.

Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.

GCSE Links

These will obviously change each year based on the pre-issued case study from Edexcel.

Theme 1, 2, 3 & 4 links

These will obviously change each year based on the pre-issued case study from Edexcel.

Student textbooks are issued at the beginning of the course.

Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide

Online Resources for Students Seneca Learning Bee Business Bee Tutor2u

Social Media Resources for Students **Youtube** Bizconsesh Joe Bayley Revision Tutor2u

Paper 3 resources for students APT Support Pack Zig Zag Support Pack





Zig Zag Support Pack

| Feedback and | Knowledge | Demonstrating exceptional knowledge | GCSE Links | Student textbooks are |
|--------------------|--|--|-------------------|--------------------------------|
| feedforward one 2 | Students will learn where they can | and understanding of business | These will | issued at the beginning of |
| ones with students | improve their work and be able to | concepts, business terminology and | obviously change | the course. |
| | receive individual support in doing | business objectives. | each year based | Sharepoint Resources for |
| | this. | | on the pre-issued | students |
| | Understanding | Consistently applying knowledge and | case study from | Class teacher Powerpoints |
| | Students will understand how they | understanding to contemporary | Edexcel. | Topic Tests |
| | can improve their marks in the | business issues and to different types | | Past Exam Papers |
| | exam. | and sizes of businesses, in local, | Theme 1, 2, 3 & | Mark Schemes |
| | Skills | national and global contexts. | 4 links | Revision Guide |
| | Defining key terms, demonstrating | | These will | |
| | independence; working | An outstanding commitment shown to | obviously change | Online Resources for Students |
| | collaboratively with others, utilising | participating in group activities and | each year based | Seneca Learning |
| | exam technique, using case studies | supporting peers. | on the pre-issued | Bee Business Bee |
| | effectively, understanding context | | case study from | Tutor2u |
| | and how to analyse and evaluate | Utilising the exam technique at every | Edexcel. | |
| | data. | opportunity when answering | | Social Media Resources for |
| | | questions, verbally or in writing. | | Students |
| | | | | Youtube |
| | | Evidence of wider reading, research | | Bizconsesh |
| | | and current thinking in the subject. | | Joe Bayley Revision |
| | | | | Tutor2u |
| | | Demonstrating outstanding ability to | | |
| | | apply quantitative skills relevant to | | Paper 3 resources for students |
| | | business, including using and | | APT Support Pack |

interpreting data.

Once Theme 4 content is complete students will be prepared for Paper 1 This consists of Theme 1 and Theme 4. In February of Year 13 students will be prepared for Paper 3.

This paper is based on a pre-issued scenario which students will analyse and evaluate as a group.