Curriculum Cor	m Content Map							Subject: Business Year 13						
curricularii cor	recite widp	Term 1					Term 2				Term 3			
Month			September	October	November	December	January	February	March	April	May	June	July	
	ž ž		Topic 4.1	Topic 4.2		Topic 4.3		Topic 4.4		Research Theme				
	Vo Lit													
	e		Globalisation	Global markets and business expansion	Global Marketing		Global industries and companies (multinat	tional corporations)						
i i	o atio													
	Area													
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			4.1.1	4.2.1 Conditions that prompt trade	4.3.1		4.4.1		This is not released until January so cannot be planned yet					
			Growing Economies a) Growth rate of the UK economy compared to emerging economies	a) Push factors: o saturated markets	Marketing a) Global marketing strategy and global lo	anticolina fata anticolina)	The impact of MNCs a) Impact of MNCs on the local economy:							
			b) Growing economic power of countries within Asia, Africa and other parts of the world	o competition	b) Different marketing approaches:	calisation (glocalisation)	o local labour, wages, working conditions							
			c) Implications of economic growth for individuals and businesses:	b) Pull factors:	o domestic/ethnocentric		o local businesses							
			o trade opportunities for businesses	o economies of scale	o mixed/geocentric		o the local community and environment							
ransmission			o employment patterns d) Indicators of growth:	o risk spreading c) Possibility of off-shoring and outsourcing	o international/polycentric	eting mix (4Ps) and Ansoff's Matrix to global markets	 b) Impact of MNCs on the national econor a FDI flows 	ny:						
			o Gross Domestic Product (GDP) per capita	d) Extending the product life cycle by selling in multiple markets	4.3.2	cong mix (413) and Anson 3 matrix to global markets	o balance of payments							
			o literacy	4.2.2	Niche markets		o technology and skills transfer							
	g		o health	Assessment of a country as a market a) Factors to consider:	 a) Cultural diversity: recognition that ground and values 	ps of people across the globe have different interests	o consumers o business culture							
	low		o Human Development Index (HDI) 4.1.2	a) Factors to consider: o levels and growth of disposable income	and values b) Features of global niche markets		o business culture o tax revenues and transfer pricing							
S	ž	The What!	International trade and business growth	o ease of doing business	c) Application and adaptation of the marke	eting mix (4Ps) to suit global niches	4.4.2							
:=	ar fé		a) Exports and imports	o infrastructure	4.3.3		Ethics							
	bsta		b) The link between business specialisation and competitive advantage c) Foreign direct investment (FDI) and link to business growth	o political stability o exchange rate	Cultural/social factors a) Considerations for businesses:		a) Stakeholder conflicts b) Pay and working conditions							
S	S		4.1.3	4.2.3	o cultural differences		c) Environmental considerations:							
⊑			Factors contributing to increased globalisation	Assessment of a country as a production location	o different tastes		o emissions							
ற			a) Reduction of international trade barriers/trade liheralisation	a) Factors to consider: o costs of production	o language o unintended meanings		o waste disposal d) Supply chain considerations:							
			b) Political change	o skills and availability of labour force	o inappropriate/inaccurate translations		o exploitation of labour							
			c) Reduced cost of transport and communication	o infrastructure	o inappropriate branding and promotion		o child labour							
a			d) Increased significance of global (transnational)	o government incentives			e) Marketing considerations:							
<u>_</u>			companies e) Increased investment flows (FDI)				o misleading product labelling o inappropriate promotional activities							
_ ⊃			f) Migration (within and between economies)	o political stability			4.4.3							
=	~	The How!	Application of theory into new business contexts	Application of theory into new business contexts	Application of theory into new business conte		Application of theory into new business conte		Application of theory into new business contexts	Application of theory into new business contexts				
Cultur	inary edge		Appling proviously learnt theory into new contexts Analysing information	Appling proviously learnt theory into new contexts Analysing information	ling proviously learnt theory into new contexts Appling proviously learnt theory into new contexts Analysing information Analysing information		Appling proviously learnt theory into new contexts Analysing information		Appling proviously learnt theory into new contexts Appling proviously learnt theory into new contexts Analysing information Analysing information					
	ow l		Evaluating and making decisions	Evaluating and making decisions	Evaluating and making decisions		Evaluating and making decisions		Evaluating and making decisions	Evaluating and making decisions				
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	~	uo	Retreival	Retreival	Retreival		Retreival							
	Flow	sua	This link with Topic 3.4.1 corporate influences, 3.2.2 morgers and takeovers, 3.2.1 growth	This link with Topic 3.4.1 corporate influences, 3.2.2 morgers and takeovers, 3.2.1 growt	This link with Topic 1.3 Marketing mix and str	ategy	This link with Topic 1.5.4 forms of ownership							
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	Sequ	etrie												
1 H		e.	Essay based questions on strategy changes	Essay based questions on growth	Essay based questions on decision making		Essay based questions on corporate culture		Essay based questions on decisions from financial information	Essay based questions on scenario planning				
	ative			Calculation questions on profitibility	Calculation questions on MA, IA, CPA and dec	isions trees			Calculation questions on ratio analysis and HR indicators	,				
	e ss													
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1	9		Edward Control					1	1			1		
i i	ž		Friendliness & Civility	Justice & Truthfulness	Courage	Generosity	Gratitude	Good Speech	Good Temper & Humour	Self-Mastery	Self-Mastery	Compassion	Good Sense	
<u> </u>		The opportunity to	Constitutes and drilling an experient for interesting a solution	Fabire and an incommental income are analysis of the lab to be true	The elements of the mediation of Table	New horizontal and describe horizontal and described and d	Naine throughful for the interned to	Challest and have the second about the second and the second and the second about the second and the second about the second and the second about the second ab	Constant will have been first and the constant of the	fulf master when hading at one passes to access the highest and may	folf master when leading at an	- Students will show a service for the state of		
erson		reflect, think deeply and	Friendliness and civility are required for international relations	Ethics and environmental issues are explored with links to justice	The elements of the marketing mix will be looked at in the courage to do something	How businesses may choose to be generous as part of thei marketing mix	computers have made operations an easier	Students will have the opportunity to demonstrate good speech whilst doing presentations	Students will look at how first must show good temper when things do not go their way.	permission y when rouking at exam papers to access the nigher revermants	Self-mastery when looking at exam papers t access the higher level marks	Students will show compassion for those who are struggling with work and will help them		
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Preparation for Work	≅	k/IIIs	Listening	Leadership	Problem-Solving	Creativity	Staying Positive	Speaking	Staying Positive	Aiming High	Aiming High	Speaking	Teamwork	
		s ag								Post March March 1997		Co. d. av. What a barrier is		
	₹	lera	Students will have to listen carefully to instructions	Students will have to show leadership when working with others	Problem solving when trying to deal with the marketing mix	Creative solutions to marketing mix problems	Staying positive when operational decisions are not going well	Students will have the opportunity to demonstrate speaking / oracy while doing presentations	st Staying positive as we start full exam preparation	Aiming high with exam papers	Aiming high with exam papers	Students will have the opportunity to demonstrate speaking / oracy whilst doing		
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	_	ng o _l	Respect and tolerance of different cultures	1	Rule or law with marketing decisions	-	Rule of law and following it with careers	1	Rule of law and following it with finance regulations		Respect and tolerance for others in relation	to HR		
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