

## A2 Programme of Study 2019-2020

### Theme 4: Global Business

#### Autumn Term (Year 13)

Week	Topic	Content	Link to AS Content
2/9/19 9/9/19 16/9/19	4.3 Global Marketing	<p>4.3.1 Marketing</p> <p><b>Big Question:</b> Why is it important that MNC's employ different marketing techniques to be successful?</p> <p><b>Small Question:</b> What methods do MNC's have when marketing on a global scale?</p>	<p>1.1.1 The Market</p> <p>1.1.3 Market positioning</p> <p>1.3.2 Branding and Promotion</p> <p>1.3.5 Marketing strategy</p>
23/9/19 30/9/19 7/10/19	4.3 Global Marketing	<p>4.3.3 Cultural and Social issues</p> <p><b>Big Question:</b> How and why do business take cultural and social factors into consideration when operating internationally?</p> <p><b>Small Question:</b> What considerations do</p>	<p>1.1.1 The Market</p> <p>1.1.3 Market positioning</p> <p>1.3.2 Branding and Promotion</p>

		<p>businesses have when operating internationally?</p> <p>4.3.2 Niche markets  <b>Big Question:</b> How do businesses adapt their 4P's to suit global niche markets?</p> <p><b>Small Question:</b> What is a global niche market and what's their importance?</p>	
<p>14/10/19 21/10/19</p>	<p>4.1 Globalisation</p>	<p>4.1.1 Growing economies  <b>Big Question:</b> What are the growing economies in the world and what are the implications for businesses and individuals?</p> <p><b>Small Question:</b> How are economies measured and what is the growth rate of the UK economy?</p>	<p>1.2.1 Demand 1.2.3 Markets</p>
<p>4/11/19 11/11/19</p>	<p>4.1 Globalisation</p>	<p>4.1.2 International trade and business growth  <b>Big Question:</b> What is the link</p>	<p>1.1.1 The Market 1.1.3 Market positioning</p>

		<p>between business specialisation and competitive advantages?</p> <p><b>Small Question:</b> What's the difference between imports and exports?</p>	
<p>18/11/19 25/11/19</p>	<p>4.1 Globalisation</p>	<p>4.1.3 Factors contributing to increased globalisation</p> <p><b>Big Question:</b> What factors contribute to increased globalisation?</p> <p><b>Small Question:</b> What effect do the following have on globalisation?</p> <ul style="list-style-type: none"> <li>-Political change</li> <li>- Reduction in trade barriers</li> <li>- Reduced transport costs</li> <li>-Increased FDI</li> <li>-Migration</li> <li>-Growth of the labour force</li> <li>-Structural change</li> </ul>	<p>1.1.1 The Market</p> <p>1.2.1/1.2.2/1.2.3 - Demand and Supply</p>
<p>2/12/19 9/12/19</p>	<p>4.1 Globalisation</p>	<p>4.1.4 Protectionism</p> <p><b>Big Question:</b> What is protectionism?</p> <p><b>Small Question:</b> How do tariffs and quotas increase a country's level of protectionism?</p>	<p>1.1.1 The Market</p> <p>1.2.1/1.2.2/1.2.3 - Demand and Supply</p>