

A2 Programme of Study 2019-2020

Theme 4: Global Business

Summer Term (Year 12)

Week	Topic	Content	Link to AS Content
21/5/19 10/6/19	4.4 Global Industries and Companies	<p>4.4.1 The impact of MNCs Big Question: What is the impact of MNC's on local economies?</p> <p>Small Question: What is the impact of MNC's on the national economy?</p>	<p>1.1.1 The Market 1.2.3 Markets 1.1.3 Market positioning 1.3.4 Distribution 1.4.1 Approaches to staffing 1.4.2 Recruitment, selection and training 1.5.3 Business objectives</p>
17/6/19 24/6/19	4.4 Global Industries and Companies	<p>4.4.2 Ethics Big Question: What ethical considerations do businesses have to make?</p> <p>Small Question: What is ethics and why is it important?</p>	<p>1.1.3 Market positioning 1.3.1 Product/Service design 1.5.2 Entrepreneur motives 1.3.2 Branding and promotion 1.3.5 Marketing strategy</p>
1/7/19 8/7/19 15/7/19 (mopping)	4.4 Global Industries and Companies	<p>4.4.3 Controlling MNCs Big Question: How are MNC's controlled internationally?</p> <p>Small Question: How do</p>	<p>1.5.4 Forms of business 1.4.3 Organisation design 1.3.5 Marketing strategy 1.3.2 Branding and promotion</p>

up)		political influence, Legal control, Pressure groups and Social media play a part in controlling MNC's?	
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Summer Work: Independently investigate a MNC. Also consider in the Report issues like: why it chose to locate in selected countries and how it does marketing in those different countries.