

Edexcel Business 'A' Level 2019-2021

Year 13

Term: Summer Term

Week	Big Question	Small question	Assessment opportunity and criteria. Teacher feedback point	Homework
1	What are business objective and strategy?	Corporate objectives (3.1.1) Corporate influences (3.4.1) <ul style="list-style-type: none"> • What is a mission statement? • What are corporate aims and objectives? • What is short-termism and long-termism 	Lego corporate objectives C/S P.273	Read units 21 and 44
2 3		Theories of corporate strategy (3.1.2) <ul style="list-style-type: none"> • What is the Ansoff Matrix? • What is Porter's Strategic Matrix? • What is the Boston Matrix? • What is Kay's Strategy of Competitive Advantage? 	Business tactics: Ties.com, Zara, JCB and IKEA C/S P.278-9	Read unit 45
4		SWOT analysis (3.1.3) Impact of external influences (3.1.4) <ul style="list-style-type: none"> • What is a SWOT analysis? • What is a PESTLE analysis? 		Read units 46 and 47

5		<p>Business growth (3.2.1)</p> <ul style="list-style-type: none"> • Why do businesses want to grow? • What are economies of scale? • What problems arise from growth? E.g. diseconomies of scale 	<p>Dixons Carphone C/S P.303</p>	<p>Read unit 48</p>
6		<p>Inorganic growth - Mergers and takeovers (3.2.2)</p> <ul style="list-style-type: none"> • What is a takeover and a merger? • What are the reasons for the directions of business integration: <ul style="list-style-type: none"> ○ Vertical (upwards and downwards) ○ Horizontal ○ Diversification • What are the risks and rewards of inorganic growth? 	<p>Summer assignment</p>	<p>Read unit 49 Summer assignment</p>