

A2 Programme of Study 2019-2020

Theme 4: Global Business

Spring Term (Year 13)

Week	Topic	Content	Link to AS Content
6/1/20	4.1 Globalisation	4.1.5 Trading blocs Big Question: What are trade blocs? Small Question: What effect have the expansion of trade blocs had on businesses?	1.1.1 The Market 1.2.1/1.2.2/1.2.3 - Demand and Supply
13/1/20 20/1/20	Mocks	Mocks and review of mocks	
27/1/20 3/2/20	4.2 Global Markets and Business Expansion	4.2.1 Conditions that prompt trade Big Question: What are the conditions that prompt trade? Small Question: What are push and pull factors?	1.3.5 Marketing strategy 1.1.1 The Market 1.2.1/1.2.2/1.2.3 - Demand and Supply
10/2/20 24/2/20	4.2 Global Markets and Business Expansion	4.2.2 Assessment of a country as a market Big Question: What factors are used to assess whether a country is a viable market? Small Question: Do the factors such as Infrastructure, Political	1.1.1 The Market 1.2.1/1.2.2/1.2.3 - Demand and Supply 1.5.5 Business choices 1.4.1 Approaches to staffing 1.4.2 Recruitment, Selection and Training

		<p>Stability and Exchange rates play a significant role in businesses decision making and entering new markets?</p> <p>4.2.3 Assessment of a country as production location</p> <p>Big Question: How do businesses assess whether a country is suitable as a production location?</p> <p>Small Question: Which factors play a bigger role in the decision making of businesses to locate their production?</p>	
4/3/19 11/3/19	4.2 Global Markets and Business Expansion	<p>4.2.4 Reasons for global mergers or joint ventures</p> <p>Big Question: What are the reasons for global or joint ventures?</p> <p>Small Question: Do reasons such as spreading risk, securing resources and maintaining global competitiveness carry equal weighting the business decision making process to merge?</p> <p>4.2.5 Global</p>	<p>1.3.5 Marketing strategy</p> <p>1.2.2 Supply</p> <p>1.3.2 Branding and promotion</p>

		competitiveness Big Question: What is global competitiveness? Small Question: What impact do exchange rates, competitive advantage and skills shortages have on global competitiveness?	
18/3/19 25/3/19	'Mopping up' Evaluation answers practice Unit 3 Case Study Prep		