

Year 2 Programme of Study

Theme 4: Global Business

Summer Term (Year 12)

Week	Topic	Content	Link to AS Content
Week 1 - 2	4.4 Global Industries and Companies	4.4.1 The impact of MNCs Assessment Point 1 - GlaxoSmithKline Case Study	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
Week 3-4	4.4 Global Industries and Companies	4.4.2 Ethics	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
(Mocks) Week 5-6	4.4 Global Industries and Companies	4.4.3 Controlling MNCs Assessment Point 2 - Mock exams	1.5.4 Forms of business 1.4.3 Organisation design 1.3.5 Marketing strategy 1.3.2 Branding and promotion

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.

