

Year 2 Programme of Study

Theme 4: Global Business

Spring Term (Year 13)

Week	Topic	Content	Link to AS Content
21-22	4.1 Globalisation	4.1.5 Trading blocs Assessment Point 6 - Toyota's European Expansion	1.1.1 The Market 1.2.1/1.2.2/1.2.3 - Demand and Supply
25-26	4.2 Global Markets and Business Expansion	4.2.1 Conditions that prompt trade Assessment Point 7 - Zara Case Study	1.3.5 Marketing strategy 1.1.1 The Market 1.2.1/1.2.2/1.2.3 - Demand and Supply
27-28	4.2 Global Markets and Business Expansion	4.2.2 Assessment of a country as a market 4.2.3 Assessment of a country as production location	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
29-30	4.2 Global Markets and Business Expansion	4.2.4 Reasons for global mergers or joint ventures	1.3.5 Marketing strategy 1.2.2 Supply 1.3.2 Branding and promotion

		4.2.5 Global competitiveness Assessment Point 8 - Cement and Cemex Case Study	
31-32	'Mopping up' Evaluation answers practice Unit 3 Case Study Prep		