

Curriculum Map

Subject: Business Studies A Level

Year Group: Year 13

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
3.7-3.10	<p>3.7 Analysing the strategic position of a business</p> <p>To understand:</p> <ul style="list-style-type: none"> • Influences on mission, corporate objectives and strategy • SWOT analysis • Financial performance • Non-financial data. • Core competences Assessing short- and long-term performance • PESTEL Analysis. • Sensitivity analysis 	<p>3.8 Choosing strategic direction</p> <p>To understand:</p> <ul style="list-style-type: none"> • Factors influencing strategic direction • Ansoff matrix. • Competing • Porter’s low cost, differentiation and focus strategies. • Bowman’s strategic clock. Strategic positioning strategies • Competitive advantage 	<p>3.9 Strategic methods: how to pursue strategies</p> <p>To understand:</p> <ul style="list-style-type: none"> • Grow and retrenchment. • Innovation • Protecting innovation and intellectual property. • International markets. • Digital technology. 	<p>3.10 Managing strategic change</p> <p>To understand:</p> <ul style="list-style-type: none"> • Types of change. • Managing change. • The value of change. • Flexible organisations • Managing information and knowledge. • Barriers to change. • Organisational culture. • Implementing strategy effectively • Leadership Communications • Organisational structure • Network analysis. • Strategic decision making • Divorce between ownership and control • Strategic planning • Contingency planning 	<p>Revision in preparation for summer exams.</p> <p>Final Exams</p>	<p>Final exams</p>

<p>Skills <i>Apply to all</i></p>	<p>Application of numerical data including use of tables, charts and formulae. Analysing and decision making based on numerical data. Understand the importance of the context of business in relation to decision making. Begin to demonstrate qualitative and quantitative decision making. Further development of business models</p>	<p>Further development of the use of models in order to evidence answers. Explore the interrelated nature of business activities and how they affect strategy.</p>	<p>Consolidate ability to construct judgement based arguments.</p>	<p>Use numerical data including use of tables, charts and formulae to inform decisions and make simple calculations.. Analysing and decision making based on network diagrams. Constructing arguments up to and in line with AO4 (evaluation) Embed analytical and critical thinking skills along with the ability to work with abstract ideas.</p> <p>To develop AO4 (evaluative) skills – highlighting arguments that are strong/ weak and being able to explain why.</p>	<p>Independent learning Time management</p>	
<p>Key Questions</p>	<p>How does strategic direction influence functions? How to apply models in order to make decisions</p>	<p>What strategic direction should a business take in different situations? How does the wider world affect strategic direction and business performance?</p>	<p>What benefits can be gained from growing or retrenchment. How can growth be achieved? What are the dangers of growth?</p>	<p>What is business change? How might stakeholders react to change? What are the dangers to business change? What are barriers to change and how can they be overcome?</p>		

