








Key Stage 5


Year 13 Curriculum Map Term 2, 2021 – 2022


Subject: EDEXCEL Business		Year: 13	
Focus/Topic	UAE Links	HPL Links	Home Learning / Guided Reading
<ul style="list-style-type: none"> Unit 3 Revision – full paper 3 mock 	<ul style="list-style-type: none"> Relevant local businesses discussed Daily news article from Khaleej Times/ Gulf News 	<p>The ability to train and prepare through repetition of the same processes in order to become more proficient</p> 	Unit 3 - textbook
<ul style="list-style-type: none"> Unit 3 Revision / Exam week 	<ul style="list-style-type: none"> Relevant local businesses discussed Daily news article from Khaleej Times/Gulf News 	<p>The ability to train and prepare through repetition of the same processes in order to become more proficient</p> 	Unit 3 - textbook
<ul style="list-style-type: none"> 4.3.1 – Globalisation: growing economies <p>Students will learn:</p> <p>a) Characteristics of developed, developing and emerging economies.</p> <p>b) Growing economic power of countries within Africa and other parts of the world.</p> <p>c) Implications of economic growth for individuals and businesses:</p> <ul style="list-style-type: none"> trade opportunities for businesses employment patterns. <p>d) Indicators of growth:</p> <ul style="list-style-type: none"> gross domestic product (GDP) and GDP per capita human development index (HDI). 	<ul style="list-style-type: none"> Discussion of the UAE economy Discussion of UAE GDP 	<p>The ability to deduct, hypothesise, reason, seek supporting evidence.</p> 	Textbook: Pages 177-212
4.3.1 – Globalisation: international trade	<ul style="list-style-type: none"> Linking imports and 	The ability to see how what is happening	Textbook Pages

<p>and business growth</p> <p>Students will learn:</p> <ul style="list-style-type: none"> a) Exports and imports. b) Implications of increasing specialisation by countries and businesses. c) Foreign direct investment (FDI) and link to business growth. 	<p>exports to local examples</p>	<p>in this instance could be extrapolated to other similar situations</p> 	<p>177-212</p>
<p style="text-align: center;">Break</p>			
<p>4.3.1 – Globalisation: Factors contributing to increased globalisation</p> <p>Students will learn:</p> <ul style="list-style-type: none"> a) Trade liberalisation, the reduction of trade barriers and the role of the WTO. b) Political change. c) Reduced cost of transport and communication. d) Increased significance of global (multinational) corporations (MNCs). e) Increased investment flows (FDI). f) Migration within and between economies. g) Growth of the global labour force. h) Structural change. i) Impact on businesses of increased globalisation. <p>4.3.1 – Globalisation: Protectionism</p> <p>Students will learn:</p> <ul style="list-style-type: none"> a) Reasons for protectionism. b) Tariffs. c) Import quotas. d) Other trade barriers: <ul style="list-style-type: none"> • government legislation • domestic subsidies. e) Impact on businesses of protectionism. <p>4.3.1 – Globalisation: Trading blocs</p> <p>Students will learn:</p> <ul style="list-style-type: none"> a) Expansion of trading blocs: <ul style="list-style-type: none"> • EU and the single market • ASEAN • NAFTA. b) The impact on businesses of trading blocs 	<ul style="list-style-type: none"> • Discussion: How has Dubai benefitted from globalisation? 	<p>The ability to deduct, hypothesise, reason, seek supporting evidence.</p> 	<p>Textbook: Pages 177-212</p>

<p>4.3.2 Global markets and business expansion – Conditions that prompt trade Students will learn:</p> <p>a) Push factors:</p> <ul style="list-style-type: none"> • saturated markets • competition. <p>b) Pull factors:</p> <ul style="list-style-type: none"> • increased sales and profitability • risk spreading and economies of scale. <p>c) Cost competitiveness by off-shoring and outsourcing.</p> <p>d) Extending the product life cycle.</p> <p>4.3.2 Global markets and business expansion -Assessment of a country as a production location Students will learn Factors to consider:</p> <ul style="list-style-type: none"> • costs of production • skills and availability of labour force • infrastructure • location in trade bloc • government incentives • ease of doing business • political stability • natural resources • likely return on investment. <p>4.3.2 Global markets and business expansion - Reasons for global mergers, takeovers or joint ventures Students will learn</p> <p>a) Spreading risk and economies of scale.</p> <p>b) Entering new markets/trade blocs.</p> <p>c) Acquiring national/international brand names/patents.</p> <p>d) Securing resources/supplies.</p> <p>e) Maintaining/increasing global competitiveness.</p> <p>f) Reducing competition.</p> <p>g) Making use of local knowledge.</p> <p>h) Government or legal requirement.</p>	<ul style="list-style-type: none"> • Discussion: why would businesses locate in Dubai? 	<ul style="list-style-type: none"> • The ability to approach new learning experiences by actively attempting to connect it to existing knowledge or concepts and hence determine an appropriate way to think about the work 	<p>Textbook: Pages 221-258</p>
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<p>i) Accessing supply chains/distribution networks.</p> <p>j) Sharing costs/risks</p> <p>4.3.2 Global markets and business expansion - Global expansion and uncertainty</p> <p>Students will learn</p> <p>a) The impact on businesses of movements in exchange rates.</p> <p>b) Skill shortages and their impact on international competitiveness.</p>			
<p>4.3.3 Global marketing – Marketing</p> <p>Students will learn</p> <p>a) Global marketing strategy and global localisation (glocalisation).</p> <p>b) Different marketing approaches:</p> <ul style="list-style-type: none"> • domestic/ethnocentric • mixed/geocentric • international/polycentric. <p>c) Application and adaptation of the marketing mix (4Ps) to global markets.</p> <p>d) Application of Ansoff's matrix and Porter's matrix to global marketing decisions.</p> <p>4.3.3 Global marketing – Niche markets</p> <p>Students will learn</p> <p>a) Cultural diversity: recognition that groups of people across the globe have different interests and values.</p> <p>b) Features of global niche markets.</p> <p>c) Application and adaptation of the marketing mix (4Ps) to suit global niches.</p> <p>4.3.3 Global marketing – Cultural/social factors</p> <p>Students will learn</p> <p>Considerations for businesses:</p> <ul style="list-style-type: none"> • cultural differences • different tastes and preferences • language and unintended meanings • inappropriate branding and promotion. 	<ul style="list-style-type: none"> • Discussion: What advertising campaigns are different in Dubai and for what reason? 	<ul style="list-style-type: none"> • The ability to deduct, hypothesise, reason, seek supporting evidence. 	<p>Textbook: Pages 266-282</p>

<p>4.3.4 Global industries and companies – the impact of MNCs Students will learn</p> <p>a) Impact of MNCs on the local economy:</p> <ul style="list-style-type: none"> • local labour, wages, working conditions and job creation • local businesses • the local community and environment. <p>b) Impact of MNCs on the national economy</p> <ul style="list-style-type: none"> • economic growth • FDI flows • balance of payments • technology and skills transfer • consumers • business culture • tax revenues <p>4.3.4 Global industries and companies – international business ethics Students will learn</p> <p>a) Stakeholder conflicts.</p> <p>b) Environmental considerations:</p> <ul style="list-style-type: none"> • emissions and waste disposal • sustainability. <p>c) Supply chain considerations:</p> <ul style="list-style-type: none"> • pay and working conditions • exploitation of labour and child labour. <p>d) Marketing considerations:</p> <ul style="list-style-type: none"> • misleading product labelling • inappropriate marketing activities. <p>4.3.4 Global industries and companies – controlling MNCs Students will learn Factors to consider:</p> <ul style="list-style-type: none"> • power of MNC • political influence • legal control • consumer pressure • pressure groups • social media • self-regulation. 	<ul style="list-style-type: none"> • Discussion of MNCs which operate locally. How do they benefit the economy in the UAE/Dubai? 	<p>The ability to see how what is happening in this instance could be extrapolated to other similar situations</p> 	<p>Textbook: Pages 289-306</p>
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Unit 4 Revision – full paper 4 mock	<ul style="list-style-type: none"> • Relevant local businesses discussed • Daily news article from Khaleej Times/Gulf News 	<ul style="list-style-type: none"> • The ability to train and prepare through repetition of the same processes in order to become more proficient 	Textbook: unit 4
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