

Year 13	T1	T2	Т3	T4	T5	Т6
Content / Topic for Term	Topic 7 – Analysing the strategic position of a business  Topic 8 – Choosing strategic direction	Revision and examination technique for Year 13 PPE  Topic 8 – Choosing strategic direction  Topic 9 – Strategic	Review of Year 13 PPE  Topic 9 – Strategic methods: how to pursue strategies  Topic 10 – Managing strategic change	Revision for end of course PPE  Revision and preparation for examinations	Revision and preparation for examinations	Revision and preparation for examinations
		methods: how to pursue strategies				
Key Knowledge for acquisition, recall and application in assessment or exam	<ul> <li>Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance</li> <li>Analysing the external environment to assess opportunities and threats: Political change</li> </ul>	<ul> <li>Strategic direction:         choosing which         markets to         compete in and         what products to         offer</li> <li>Strategic         positioning:         choosing how to         compete</li> <li>Assessing a change         in scale</li> <li>Assessing         innovation</li> <li>Assessing         internationalisation</li> </ul>	<ul> <li>Assessing internationalisation</li> <li>Assessing greater use of digital technology</li> <li>Managing change</li> <li>Managing organisational culture</li> <li>Managing strategic implementation</li> <li>Problems with strategy and why strategies fail</li> </ul>	<ul> <li>Topic 1 – what is business?</li> <li>Topic 2 – Managers, leadership and decision making</li> <li>Topic 3 – Decision making to improve marketing performance</li> <li>Topic 4 – Decision making to improve operational performance</li> </ul>	<ul> <li>Topic 1 – what is business?</li> <li>Topic 2 – Managers, leadership and decision making</li> <li>Topic 3 – Decision making to improve marketing performance</li> <li>Topic 4 – Decision making to improve operational performance</li> </ul>	<ul> <li>Topic 1 – what is business?</li> <li>Topic 2 – Managers, leadership and decision making</li> <li>Topic 3 – Decision making to improve marketing performance</li> <li>Topic 4 – Decision making to improve operational performance</li> </ul>

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Analysing the	Assessing greater	• Topic 5 – Decision	• Topic 5 – Decision	• Topic 5 – Decision
external	use of digital	making to improve	making to improve	making to improve
	•	•		
environment to	technology	financial objectives	financial objectives	financial objectives
assess		• Topic 6 – Decision	• Topic 6 – Decision	• Topic 6 – Decision
opportunities		making to improve	making to improve	making to improve
and threats:		human resource	human resource	human resource
economic		performance	performance.	performance
change			• Topic 7 – Analysing	• Topic 7 – Analysing
Analysing the		the strategic	the strategic	the strategic
external		position of a	position of a	position of a
environment to		business	business.	business
assess		<ul><li>Topic 8 –Choosing</li></ul>	<ul><li>Topic 8 –Choosing</li></ul>	<ul><li>Topic 8 –Choosing</li></ul>
opportunities		strategic direction	strategic direction.	strategic direction
and threats:		<ul><li>Topic 9 – Strategic</li></ul>	• Topic 9 – Strategic	<ul><li>Topic 9 – Strategic</li></ul>
Social and		methods: how to	methods: how to	methods: how to
technological		pursue strategies	pursue strategies.	pursue strategies
Analysing the		• Topic 10 –	Topic 10 –	• Topic 10 –
external		Managing strategic	Managing	Managing strategic
environment to		change	strategic	change
assess			change.	
opportunities			_	
and threats: the				
competitive				
environment				
Analysing				
strategic options:				
investment				
appraisal				

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	T	T	T		T	I
Key skills to	AO1 –	AO1 – demonstrate	AO1 – demonstrate	AO1 – demonstrate	AO1 – demonstrate	AO1 – demonstrate
apply in	demonstrate	knowledge	knowledge	knowledge	knowledge	knowledge
assessment	knowledge	• Explain	• Explain	• Explain	• Explain	• Explain
or exam	• Explain	• Calculate	• Calculate	Calculate	• Calculate	Calculate
	<ul> <li>Calculate</li> </ul>	• Describe	• Describe	• Describe	• Describe	• Describe
	• Describe	Multiple choice	<ul> <li>Multiple choice</li> </ul>	Multiple choice	<ul> <li>Multiple choice</li> </ul>	Multiple choice
	<ul> <li>Multiple choice questions</li> </ul>	questions	questions	questions	questions	questions
		A02 – apply	A02 – apply	A02 – apply	A02 – apply	A02 – apply
	A02 – apply	knowledge	knowledge	knowledge	knowledge	knowledge
	knowledge	• Calculate (case	• Calculate (case	• Calculate (case	• Calculate (case	• Calculate (case
	• Calculate (case	study based)	study based)	study based)	study based)	study based)
	study based)	• Explain (case study	• Explain (case study	• Explain (case	• Explain (case	• Explain (case
	• Explain (case	based)	based)	study based)	study based)	study based)
	study based)	• Describe (case	• Describe (case	• Describe (case	• Describe (case	• Describe (case
	• Describe (case study based)	study based)	study based)	study based)	study based)	study based)
		AO3 – Analyse issues	AO3 – Analyse issues	AO3 – Analyse	AO3 – Analyse	AO3 – Analyse
	AO3 – Analyse			issues	issues	issues
	issues	A04 – Evaluate	A04 – Evaluate			
		quantitative and	quantitative and	A04 – Evaluate	A04 – Evaluate	A04 – Evaluate
	A04 – Evaluate	qualitative	qualitative	quantitative and	quantitative and	quantitative and
	quantitative and	information	information	qualitative	qualitative	qualitative
	qualitative	<ul> <li>Make informal</li> </ul>	<ul> <li>Make informal</li> </ul>	information	information	information
	information	judgements and	judgements and	<ul> <li>Make informal</li> </ul>	<ul> <li>Make informal</li> </ul>	Make informal
	<ul> <li>Make informal</li> </ul>	propose evidence-	propose evidence-	judgements and	judgements and	judgements and
	judgements and	based solutions to	based solutions to	propose evidence-	propose evidence-	propose evidence-
	propose	business issues	business issues	based solutions to	based solutions to	based solutions to
	evidence-based	<ul><li>Justify</li></ul>	<ul><li>Justify</li></ul>	business issues.	business issues	business issues
		• Evaluate	• Evaluate	<ul><li>Justify</li></ul>	<ul><li>Justify</li></ul>	<ul><li>Justify</li></ul>

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	solutions to business issues • Justify • Evaluate • To what extent	• To what extent	• To what extent	• Evaluate • To what extent	• Evaluate • To what extent	• Evaluate • To what extent
Title of	Topic 1	Topic 1	Topic 1	Topic 1	Topic 1	Topic 1
Knowledge	Topic 2	Topic 2	Topic 2	Topic 2	Topic 2	Topic 2
Organiser	Topic 3	Topic 3	Topic 3	Topic 3	Topic 3	Topic 3
	Topic 4	Topic 4	Topic 4	Topic 4	Topic 4	Topic 4
	Topic 5	Topic 5	Topic 5	Topic 5	Topic 5	Topic 5
	Topic 6	Topic 6	Topic 6	Topic 6	Topic 6	Topic 6
	Topic 7	Topic 7	Topic 7	Topic 7	Topic 7	Topic 7
	Topic 8	Topic 8	Topic 8	Topic 8	Topic 8	Topic 8
			Topic 9	Topic 9	Topic 9	Topic 9
				Topic 10	Topic 10	Topic 10

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