

High Tunstall College of Science Curriculum Intent

Subject: External Influences

Year: 11

Half Term 5



Topic: External Influences

| | Business Studies | Progress | | |
|---------------------|--|----------|---|---|
| Topic | Key ideas | R | A | G |
| External Influences | I can explain ethical considerations | | | |
| | I can explain environmental considerations | | | |
| | I know what the economic climate is | | | |
| | I can explain the affect of the economic climate on business | | | |
| | I know what globalisation is | | | |
| | I can explain the affect of globalisation is on a business | | | |

| Lessons | Learning Focus | Assessment | Key Words |
|--|--|---|--|
| 1 2 3 4 5 | Ethical considerations taught and knowledge of ethical behaviours Fairtrade and ethics in marketing Knowledge of sustainability and climate change on business Issues to being environmentally friendly—the negatives Summary of ethics in business | Knowledge test on ethics and the environment Exam question examples | Ethics, child labour, ethical marketing, Fairtrade, environmentally friendly, sustainable production, renewable resources, non-renewable resources, recycling, global warming, ethical businesses, waste disposal, pollution, climate change |
| 6 7 8 9 10 | Key terms taught to give learning foundations—income, consumer income, employment, unemployment, GDP, recession The impact on business of changes in income and employment How incomes change and business' change based on the income levels—changes made to production, HR< marketing and finance Reaction of the economy for a business and for society Links to the international economic climate | Knowledge test—on economic climate Exam question examples | Economic climate, GDP, Level of income, economic growth, recession, distribution of income, international economic climate, level of unemployment, level of employment, consumer income, customers, income |
| 11 12 13 14 15 16—17 18 19—21 22 | Recap of ethics and an operations topic (based on student feedback) The concept of globalisation taught with examples and case studies Globalisation defined and its links to transport, telecommunications, free trade explained The impact of globalisation on business and growth of multinationals Advantages and disadvantages of multinational businesses Relocation of a business and reasons for and against with examples International branding—how it can work well and how it can go wrong! Business growth linked to functional areas and their individual roles Recap of globalisation | Knowledge test—Globalisation Exam question examples Branding examples | Globalisation, international branding, capital, free trade, trade, tariff, quota, regulations, multinational company, unit cost, productivity |