



Year 13 Business

Y13 Skills

AO1 – Apply knowledge

AO2 – Read information and identify relevant context to back up your points.

AO3 – Use connectives to build an argument (develop answers)

AO4 – Give an opinion based on the data analysed (Evaluate decisions)

Y13 Knowledge

3.7 Analysing the strategic position of a business - 3.7.1 Mission, corporate objectives and strategy, 3.7.2 Analysing the existing internal position of a business to assess its strengths and weaknesses: financial ratio analysis, 3.7.3 Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance, 3.7.4 Analysing the external environment to assess opportunities and threats: political and legal change, 3.7.5 Analysing the external environment to assess opportunities and threats: economic change, 3.7.6 Analysing the external environment to assess opportunities and threats: social and technological, 3.7.7 Analysing the external environment to assess opportunities and threats: the competitive environment, 3.7.8 Analysing strategic options: investment appraisal

3.8 Choosing Strategic direction- 3.8.1 Strategic direction: choosing which markets to compete in and what products to offer, 3.8.2 Strategic positioning: choosing how to compete.

3.9 Strategic methods: how to pursue strategies, 3.9.1 Assessing a change in scale, 3.9.2 Assessing innovation, 3.9.3 Assessing internationalisation, 3.9.4 Assessing greater use of digital technology

3.10 Managing strategic change - 3.10.1 Managing change, 3.10.2 Managing organisational culture, 3.10.3 Managing strategic change implementation, 3.10.4 Problems with strategy and why strategies fail