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|  | **Curriculum Map:** *Business Studies*  **Subject –** BTEC Business Level 3 NQF – **Unit 5 – International Business (31465H)** | **YEAR**  12 | **EXAM BOARD**  **Edexcel Pearson** |

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|  | **TERM 1** | **TERM 2** | **TERM 3** |
| **What Subject knowledge we will be learning** | Learning Aim A: Explore the international context for business operations  Learning Aim B: Investigate the international economic environment in which business operates | Learning Aim C: Investigate the external factors that influence international businesses  Learning Aim D: Investigate the cultural factors that influence international businesses | Learning Aim E: Examine the strategic and operational approaches to developing international trade. |
| **What skills will we be developing** | * International business * Financing of international * business * Support for international business * Globalisation * International trading blocs * Barriers to international business   **Students will explore the context for business operations -** Business activity, reasons for conducting international business, factors which influence the choice of market, financing of international business, support for international business.  **Students will investigate the international economic environment in which business operates -** Globalisation, International trading blocs, WTO’s, The EU. Barriers to international business, methods of protecting markets, barriers to trade.  **Internally assessed unit**  **Skills:** A written report on the factors that influence the decision making of businesses when operating internationally; it will look at how international business is financed, and the support given to it. | * External influences * International business support systems * Cultural factors * Impact of cultural factors   **Students will investigate the external factors that influence international business -** Political, economic, social, technological, legal and regulatory, environmental and ethical. Situation analysis. International business support and international payment levels.  **Students will investigate the cultural factors that influence international business -** Languages, ethnic population, social structure, religion, attitudes to business, attitudes to work, values, openness to change. Impact of cultural factors, contract negotiations, composition of the workforce, management style, workforce practices, organisational culture, marketing strategies and brand names, advertising.  **Internally assessed assignment.**  Skills: Students will develop a journal article/case study giving a situational analysis of contrasting markets supported with a written report on the results of the analysis.  . | * Strategies for operating internationally * Resource considerations   **Students will examine the strategic and operational approaches to developing international businesses.**  **Internally assessed assignment:**  **Skills:** A presentation examining the strategies and resources used by a business operating internationally. |
| **How will my teacher know I have learnt these things?**  (When, what content and skills specifically) | **Internally assessed by teacher** – A written report.  For **distinction standard**, learners will prepare individual reports that incorporate a wide range of research evidence that is drawn from relevant sources evaluating the impact of globalisation on a particular business, over a period of five to ten years. Learners will ensure that careful consideration is given to all relevant factors.  For **merit standard**, learners will show that they have selected relevant research sources,  and applied their knowledge and understanding of international business. They will identify the similarities and differences in approach to engaging in international business that have been taken by their two selected businesses. Learners will consider how the respective strategies adopted by the two businesses for engaging in international business impact on their structure. For example, a business operating in a number of different countries may have a different structure to that of  a business that operates in one country but sells its goods internationally.  For **pass standard**, learners will identify the similarities and differences in their international business operations between the two businesses. You will expect the characteristics of target markets to be identified and for learners to show the impact of these characteristics on business operations and management practices. For example, the relative importance of the size of the market, the cost of labour and capital, and access to raw materials could be considered in relation to the different types of businesses, depending on their business objectives, products and structure.  **ALL**: Complete all Pass tasks:   * P1 – Explain why two businesses operate in contrasting international markets * P2 – Explain the types of finance available for international business * P3 – Explain the main features of globalisation that affect two contrasting businesses. * P4 – Explore the role of trading blocs on international trade.   **MOST**: Complete the Merit task:   * M2 – Analyse the barriers of operating internationally for two contrasting businesses   **SOME:** Complete the distinction task**:**   * D1 – Evaluate the impact of globalisation on a business. | **Internally assessed by teacher** - A written report focusing on the situational analysis of an international business.  For **distinction standard**, learners will present a case study as a journal article that incorporates a wide range of research evidence drawn from relevant sources which have been analysed and assessed. Learners will ensure that careful consideration is given to all relevant factors that may impact on international business strategies. On the basis of their situational analysis learners will recommend, with justification, one suitable country for a business to trade with internationally. The case study will also evaluate the impact of cultural differences on the chosen business.  For **merit standard**, learners will carry out a situational analysis on two different countries in which the selected business could consider trading in. The analysis must consider the impact of external influences and international business support systems. The learner’s analysis will also consider ways in which the cultural differences of each country might affect the international trading of businesses.  For **pass standard**, learners will explain the external factors that influence the business and the support systems available to manage them. Consideration will also be given to the cultural factors affecting the businesses in both countries.  **ALL**: Complete all Pass tasks:   * P5 – Explain the external factors that influence a selected business considering trading internationally. * P6 – Explain how business support systems enable a selected business considering trading internationally. * P7 – Explore the cultural differences affecting international business.   **MOST**: Complete All Merit tasks:   * M3 – Carry out a situational analysis on two countries that a selected business may consider trading in. * M4 – Analyse how cultural businesses affect international businesses.   **SOME**: Complete Distinction tasks:   * D2 – Recommend one country that a selected business could target for international trade, justify your decision. * D3 – Evaluate the impact of cultural differences on international business. | **Internally assessed by teacher** - A group presentation looking at an international business that has been entrepreneurial and used resources to be competitive in a international market/s.  For **distinction standard**, learners will present a research study that incorporates evidence drawn from relevant sources. Careful consideration will be given to all relevant and influencing factors that may impact on business decisions taken in respect of changes to the product portfolio, including the development of new products. An analysis of how effectively the business resources are being used and an evaluation of the success of the strategic decisions will be included.  For **merit standard**, learners will analyse the business strategy for product development aimed at an international market. For example, the learner will identify different strategies that could be adopted in different market conditions with regard to the resource implications of developing new products in an international context.  For **pass standard**, learners will study an international business involved in either the manufacturing or service sector of the economy. They must review the product portfolio and how different elements of the product need to be adapted when trading in different markets.  **ALL**: Complete the Pass tasks:   * P8 – Explain how products and processes have to be adapted for international markets by a selected business.   **Most** complete the merit task:   * M5 – Analyse the effectiveness of the strategies and resources used by a selected international business.   **Some** complete the distinction task:   * D4 – Evaluate the success of the strategies and resources used by a selected international business in one of its markets. |