

YEAR 13 - BUSINESS

WEEK 8 (10th to 14th May)

Work sent to students through Google Classroom

Revision Work

L.O – Recall The **Ansoff Matrix**, also known as the **Ansoff** product/market Growth **Matrix**,

To appreciate that it is a strategic planning tool used to analyze and generate four alternative directions for the strategic development of a business or corporation.

Learning Outcome:

Students should be able to demonstrate an understanding of key theory (AO1).

Students will be able to apply this theory to a number of business scenarios (AO2).

Students will critically evaluate the approaches used by a range of businesses (AO4) (AO2).

<p>Sunday –</p> <p>2 Synchronous Lessons using Google Classroom</p>	<p>Watch the pre recorded video lesson on Ansoff uploaded on Google Classroom.</p> <p>Complete a self assessment activity that will be uploaded on GC to:</p> <ul style="list-style-type: none">identify their own skill gaps, where their knowledge is weaksee where to focus their attention in learningtrack their own progressdecide when to move to the next level and take the assessment valued by the teacher.
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