

YEAR 13 – Business

WEEK 4 (20th September to 24th September)

Work Sent to the students through Google classroom/ whatsapp group/ email/ Zoom

Chapter 45: Theme 3 Corporate Strategy- Porters Strategic Matrix & Kay's Distinctive Capabilities

Learning Objectives:-WALT

- Learn about competitive advantage and the different ways a company can have it.
- Explain why competitive advantage is important for strategic business decision making
- Explore Porter's generic strategies of cost leadership, differentiation, and focus
- Analyse how a firm can achieve competitive advantage through distinctive capabilities

Lesson Outcome

- Explain how methods of competitive advantage and distinctive capabilities can help a business to attract additional customers
- Evaluate How and why businesses need to create and maintain a competitive advantage in the global market

<p>Tuesday 1st and 2nd Period</p> <p>ZOOM</p>	<p><i>(Zoom meeting details to be sent to students via Google classroom)</i></p> <p><u>Resources:-</u> PPT, Text : Edexcel AS/A Level Business- by Dave Hall, Rob Jones etc.</p> <p><u>Resources:-</u>Text book , PPT Videos</p> <p><u>Introduction</u> Videos will be uploaded on the GC and students to watch them before they come for the class. Inquiry based introduction of the topic using mentimeter.com</p> <p><u>Teacher Input:-</u> This lesson requires students to consider the importance of businesses maintaining a competitive advantage to achieve success. Explanation and discussion leading to ways a business can achieve competitive advantage .</p> <p>Discussion on the end of chapter case study and past paper question to be solved.</p>
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