

YEAR 13 – Business

WEEK 5 (27th September to 1st October)

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

Chapter 45: Theme 3 Corporate Strategy- Boston Matrix

Learning Objectives:-WALT

- Understand the key terms-
 - Product portfolio
 - Portfolio analysis
 - Boston matrix
- Understand how large business's use portfolio analysis
- Evaluate the uses and limitation of product portfolio analysis

Lesson Outcome

- Students will be able to use Boston matrix to assess the product range of the business
- Explain how businesses use the Boston Consulting Group matrix to inform growth strategies
- Analyse the advantage of using the main values of using the Boston matrix
- Assess various reason Boston Matrix can be criticised

<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> Exploring the Boston Matrix: Teacher explains that the Boston Matrix was devised to compare the products of a business and work out how they are doing. Teacher asks students to consider the benefits to a business of preparing a Boston Matrix and also the weaknesses of the Boston Matrix.</p> <p>Discussion on the end of chapter case study and past paper question to be solved.</p>
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