



**YEAR 13 – Business (Week 1)-2021-2022**

<b>Subject</b>	<b>Business</b>
<b>Class/ Section</b>	<b>Year 13</b>
<b>Week</b>	<b>5<sup>th</sup> August to 9<sup>rd</sup> September</b>
<b>Work send to students by</b>	<b>Google Classroom</b>
<b>Total number of lessons per week</b>	<b>2</b>
<b>Unit/Topic</b>	<b>Theories of Corporate Strategies ( Porters Strategic Matrix And distinctive capabilities )</b>
<b>Key Vocabulary</b>	<b>Cost leadership, differentiation, portfolio analysis competitive advantage</b>
<b>Lessons 1,2,3 –Live Zoom lesson along with face to face instruction for students present on a particular day</b>  <b>Work will be assigned in google classroom which will be matched to the students ability.</b>	<b><u>Specific Learning objectives</u></b> <ul style="list-style-type: none"><li>• Understand Porter's generic strategies of cost leadership, differentiation, and market segmentation and its impact on firm</li><li>• Explore the difference from cost leadership and differentiation strategy</li><li>• Understand Key's Distinctive Capabilities Framework</li></ul> <b><u>Specific Intended Learning Outcomes</u></b> <ul style="list-style-type: none"><li>• Identify three key strategies for competitive advantage given by Michael Porter</li><li>• Distinguish between a low cost strategy and differentiation strategy.</li><li>• Evaluate the effects of Porter's generic strategies on firm performance</li><li>• Discuss why developing effective distinctive competencies is crucial for the survival of any organization</li></ul>
<b>Tasks</b>	Students to participate in group discussion ,

**Assessment Criteria/  
Essential questions**

**AO 1 Knowledge**

Q 2 as of pg 276

**AO 2-application AO 3- Analysis AO4- Evaluation**

Q d of end of chapter case study: Business tactics pg 279

**Resources**

PPT, Text: Edexcel AS/A Level Business- by Dave Hall, Rob Jones etc.