|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Year 13 Term 5 BTEC Business** | Our mission is to stimulate and challenge our students to excel and provide a desire for lifelong learning and pursue careers in the world of Business, Computing, and ICT. | | | | | |
| **Enquiry Questions: Can franchising help McDonald’s succeed in Jamaica?** | | | | | | |
| **Unit 5: International Business**  Learners will examine different strategies that need to be used when operating internationally. Additionally, learners will explore how businesses decide which ones best meet their needs as well as other resource factors, such as training and so forth, to service that country. | | | | | | |
| **Knowledge**  Students will know about… | **Application/Skills**  Students will be able to… | **Vocabulary** | **Home Learning** | **Assessment** | **Extra Resources**  **Extended Reading** | **Cultural Capital** |
| 1. E1 Strategies For Operating Internationally 2. E2 Resource Considerations | Evaluate the success of the strategies and resources used by a selected international business in one of its markets.  Analyse the effectiveness of the strategies and resources used by a selected international business.  Explain how products and processes have to be adapted for international markets by a selected business. | Limited liability  Self-employed  Licensee  Capital investment  Depreciation  Centralised  Decentralised  Hierarchical  Matrix  subsidiary businesses  Joint ventures  Partnerships  Agencies  Licensing  Franchising  Subcontracting  Outsourcing | Research of businesses for coursework  Completion of coursework | Internally assessed coursework, marked by teacher and moderated | Tutor2u  The Guardian  Money matters  Which Magazine  Linked units notes 1,2, 4 & 8 | Local guest speaker via Zoom |