

Islip Manor High School

Scheme of Learning Overview



This scheme of learning has been designed to ensure that you make progress, develop, and master key knowledge, skills, and ideas through academically rich content that reflects, values, and celebrates the diverse experiences, identities, and contributions of our school community.

Year group: 13	Term: Autumn 1	Unit duration:	Number of lessons:	Unit title: Business objectives and strategy
Unit assessment: End of Unit Test			Fertile question: What are the strengths and weaknesses of my Business?	
Key skills/ concepts/ prior knowledge that students should have when starting this unit:			Start RAG	End RAG
Key skills/concepts/knowledge that students should cover			Start RAG	End RAG
3.1.1 Corporate objectives a) Development of corporate objectives from mission statement/corporate aims b) Critical appraisal of mission statements/corporate aims 3.1.2 Theories of corporate strategy a) Development of corporate strategy: - Ansoff's Matrix - Porter's Strategic Matrix b) Aim of portfolio analysis c) Achieving competitive advantage through distinctive capabilities d) Effect of strategic and tactical decisions on human, physical, and financial resources 3.1.3 SWOT analysis a) SWOT analysis				

Literacy. Key vocabulary/subject terminology that students should cover:
Corporate objectives

Ansoffs matrix
Porters 5 forces
Markets
Competitive advantage
SWOT analysis

Suggested materials teachers could/should use:

• internal considerations: strengths and weaknesses • external considerations: opportunities and threats 3.1.4 Impact of external influences a) PESTLE (political, economic, social, technological, legal and environmental) b) The changing competitive environment c) Porter's Five Forces			Key home learning tasks students should complete: SENECA learning assignments Topic knowledge organisers BBC Bitesize
Stretch. Key skills/concepts/knowledge that students should cover			