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| **What will we be learning?**2 Influences on business | **Why this? Why now?**Looking at the importance of external influences on business and how businesses change in response to these influences. These external influences can impact all four functional areas.  | **Key Words:**ICTIntranetsExtranetsE-commerceM-commerceShareholderSocial responsibilityThe environmentExternal costsPressure groupThe economyEconomic climateInterest ratesOverdraftConsumer spendingExportEconomies of scaleTakeoverExchange rateNational living wageTrade UnionConsumer lawsMonopolyRecession |
| **What will we learn?**Changes in technology – importance of the role of technology Ethical and environmental considerations – impacting on businessesEconomic climate of business - changes in the economy e.g. reductions in consumer incomesGlobalisation – impact of globalisation on a business & MNCsLegislation – how legislation and changes affect businessesThe competitive environment – facing competition from other businesses |
| **What opportunities are there for wider study?**Students review and discuss current news articles which relate to current topics and they can consider the practical application of business concepts by reviewing and discussing a range of news and video articles. The wider study provides the opportunity for students to explore theories and concepts in real business settings. |
| **How will I be assessed?**Summary questionsCase studiesEnd of topic test – summative assessment |