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| **Business BTEC****5.3 International Business**  | **Road Map** |
| In this unit you will investigate strategies and resources used when a business enters an international market **LG1**: Knowledge**LG2**: Application**LG3**: Skills | Assessment Grades |  |  |
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| **Themes** | **Learning Goals/Outcomes/Content** |  |  |  |
| **Strategies for operating internationally** | LG1: To understand the strategies for operating internationallyLG2: To be able to apply the international strategies to real world businessesLG3: To analyse and evaluate the reasons for selecting strategies |  |  |  |
| Re-engineering products and services to meet the international demand  | LG1: To know how and why products are re-engineered to meet demands and needs of international marketsLG2: To research real world examples of the re-engineering of productsLG3 To analyse& evaluate the re-engineering of products to meet the demands and preferences of international markets. |  |  |  |
| **Resource considerations** | LG1: To know the main costs/considerations involved in international growthLG2: To apply resource considerations to real world businessesLG3: To analyse the effectiveness of the strategies and resources used by aselected international business |  |  |  |
| **Selecting a business through research**  | LG2: To research and select businesses for assignment considering the strategies used for international expansionLG3: To analyse the reasons for selecting a given strategy |  |  |  |
| **Evaluating success of strategies and resources** | LG3: To evaluate the success of the strategies and resources used by a selected international business in one of its markets |  |  |  |
| **Assignment 5.3** | P8 Explain how products and processes have to be adapted for international markets by a selected business.M5 Analyse the effectiveness of the strategies and resources used by a selected international businessD4 Evaluate the success of the strategies and resources used by a selected internationalbusiness in **one** of its markets |  |  |  |

**Links:**

**Prior Knowledge:** This is taught alongside Unit 1 some basic knowledge on ownership and size/scale will support learning in this unit. 1.2 also has a business environment focus. Finance options covered in 5.1

**Future knowledge:**

**LG1**: Knowledge of the impact of the business environment is important for the external exams -Unit 2 and Unit 6.

**LG2**: Throughout the course you will need to apply knowledge to your businesses selected in the assignment units and apply knowledge to given businesses in the exam units. This unit requires extensive application which will be developed further in later units.

**LG3**: Development of analysis and evaluation is vital for making business judgements throughout the course and this skill is developed in this unit.

**LG3**: Independent research skills are also developed and are essential to achieving Distinction grades.