### **Scheme of Work**

**COURSE:** ABE Level 4 Dynamic Business Environments

| **Element, LO and AC** | **Session title** | **Topics covered** | **Approx.****duration** | **Session Plan** | **Resource** | **Formative Activity** |
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| Element 1LO11.1 | Discuss the economic views of businesses | Viewing a business as a transformation process Key differences between macro and micro economicsDifferent types of economic measuresThe main classifications of businessesThe economic environment; principles of scarcity, choice, supply and demandChanging conditions of demand and supply | 5 hours | SESSION PLAN Element 1 LO1Session 1 | Resource – 4UDBE Tutor Presentation E1 | Activity 1, LO1, Micro- and macro-economicsActivity 2, LO1, Types of classifications of business Activity 3, LO1, Scarcity and choiceActivity 4, LO1, Elasticity of supply and demand |
| Element 1LO11.2 | Compare different economic systems | Different types of economyMerit and Demerit goodsGovernment intervention | 4 hours | SESSION PLAN Element 1 LO1Session 2 | Resource – 4UDBE Tutor Presentation E1 | Activity 5, LO1, Types of economyActivity 6, LO1, Government intervention in the provision of merit, demerit and public goods |
| Element 1LO11.3 | Explain the potential impact of governments on business and business environments | Macro environmental objectivesMonetary and fiscal policyFree tradeBarriers to free tradeTrade AgreementsTrading Blocs | 5 hours | SESSION PLAN Element 1 LO1Session 3 | Resource – 4UDBE Tutor Presentation E1 | Activity 7, LO1, Macro environmental objectivesActivity 8, LO1, Monetary and fiscal policyActivity 9, LO1, Barriers to free trade  |
| Element 1LO11.4 | Discuss the varying level of competition in markets and the impact on price volatility  | Perfect competitionMonopolyOligopolyMonopolistic competitionThe advantages and disadvantages of different market conditionsThe impact of price volatility in different markets | 4 hours | SESSION PLAN Element 1 LO1Session 4 | Resource – 4UDBE Tutor Presentation E1 | Activity 10, LO1, Types of competitionActivity 11, LO1. The advantages and disadvantages of different types of competition |
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| Element 2LO22.1 | Discuss frameworks to analyse external environmental trends | Sources of informationThe PESTLE framework | 7 hours | SESSION PLAN Element 2 LO2Session 1 | Resource – 4UDBE Tutor Presentation E2 | Activity 1, LO2, Sources of informationActivity 2, LO2 PESTLE  |
| Element 2LO22.2 | Apply relevant frameworks to analyse environmental trends | Application of the PESTLE frameworkInternal analysis findings | 7 hours | SESSION PLAN Element 2 LO2Session 2 | Resource – 4UDBE Tutor Presentation E2 | Activity 3, LO2, External factors and PESTLEActivity 4, LO2, Internal and external environments |
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| Element 3LO33.1 | Discuss frameworks to analyse key aspects of the internal environment | Sources of information on Internal environmentsPorter’s Value ChainJohnson’s Cultural WebPortfolio AnalysisInternal audit frameworks | 9 hours | SESSION PLAN Element 3 LO3Session 1 | Resource – 4UDBE Tutor Presentation E3 | Activity 1, LO13, Sources of informationActivity 2, LO3, Porter’s value chainActivity 3, LO3, BCG Matrix |
| Element 3LO33.2 | Apply frameworks to analyse key aspects of the internal environment to a given organisation | Internal environment analysisInternal analysis findings  | 8 hours | SESSION PLAN Element 3 LO3Session 2 | Resource – 4UDBE Tutor Presentation E3 | Activity 4, LO3, Real world applications of Porter, Johnson and BCGActivity 5, LO3, 5M internal audit |
| Element 4LO14.1 | Discuss relevant frameworks to analyse competitor environmental trends | Sources of competitor information Porter’s Five Forces analysisVRIN  | 3 hours | SESSION PLAN Element 4 LO4Session 1 | Resource – 4UDBE Tutor Presentation E4 | Activity 1, LO4, Competitor trendsActivity 2, LO4, Porter’s Five ForcesActivity 3, LO4, VRIN |
| Element 4LO34.2 | Identify methods in which an organisation can gain competitive advantage in response to competitor analysis  | Tools for strategic competitive analysisAnalysis of an organisations competitive environmentStrategic implications of the analysis  | 4 hours | SESSION PLAN Element 4 LO4Session 2 | Resource – 4UDBE Tutor Presentation E4 | Activity 4, LO4, Real world application of Ansoff’s matrix |