### **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 1  LO1  1.1 | Discuss the economic views of businesses | Viewing a business as a transformation process  Key differences between macro and micro economics  Different types of economic measures  The main classifications of businesses  The economic environment; principles of scarcity, choice, supply and demand  Changing conditions of demand and supply | 5 hours | SESSION PLAN Element 1 LO1  Session 1 | Resource – 4UDBE Tutor Presentation E1 | Activity 1, LO1, Micro- and macro-economics  Activity 2, LO1, Types of classifications of business  Activity 3, LO1, Scarcity and choice  Activity 4, LO1, Elasticity of supply and demand |
| Element 1  LO1  1.2 | Compare different economic systems | Different types of economy  Merit and Demerit goods  Government intervention | 4 hours | SESSION PLAN Element 1 LO1  Session 2 | Resource – 4UDBE Tutor Presentation E1 | Activity 5, LO1, Types of economy  Activity 6, LO1, Government intervention in the provision of merit, demerit and public goods |
| Element 1  LO1  1.3 | Explain the potential impact of governments on business and business environments | Macro environmental objectives  Monetary and fiscal policy  Free trade  Barriers to free trade  Trade Agreements  Trading Blocs | 5 hours | SESSION PLAN Element 1 LO1  Session 3 | Resource – 4UDBE Tutor Presentation E1 | Activity 7, LO1, Macro environmental objectives  Activity 8, LO1, Monetary and fiscal policy  Activity 9, LO1, Barriers to free trade |
| Element 1  LO1  1.4 | Discuss the varying level of competition in markets and the impact on price volatility | Perfect competition  Monopoly  Oligopoly  Monopolistic competition  The advantages and disadvantages of different market conditions  The impact of price volatility in different markets | 4 hours | SESSION PLAN Element 1 LO1  Session 4 | Resource – 4UDBE Tutor Presentation E1 | Activity 10, LO1, Types of competition  Activity 11, LO1. The advantages and disadvantages of different types of competition |
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| Element 2  LO2  2.1 | Discuss frameworks to analyse external environmental trends | Sources of information  The PESTLE framework | 7 hours | SESSION PLAN Element 2 LO2  Session 1 | Resource – 4UDBE Tutor Presentation E2 | Activity 1, LO2, Sources of information  Activity 2, LO2 PESTLE |
| Element 2  LO2  2.2 | Apply relevant frameworks to analyse environmental trends | Application of the PESTLE framework  Internal analysis findings | 7 hours | SESSION PLAN Element 2 LO2  Session 2 | Resource – 4UDBE Tutor Presentation E2 | Activity 3, LO2, External factors and PESTLE  Activity 4, LO2, Internal and external environments |
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| Element 3  LO3  3.1 | Discuss frameworks to analyse key aspects of the internal environment | Sources of information on Internal environments  Porter’s Value Chain  Johnson’s Cultural Web  Portfolio Analysis  Internal audit frameworks | 9 hours | SESSION PLAN Element 3 LO3  Session 1 | Resource – 4UDBE Tutor Presentation E3 | Activity 1, LO13, Sources of information  Activity 2, LO3, Porter’s value chain  Activity 3, LO3, BCG Matrix |
| Element 3  LO3  3.2 | Apply frameworks to analyse key aspects of the internal environment to a given organisation | Internal environment analysis  Internal analysis findings | 8 hours | SESSION PLAN Element 3 LO3  Session 2 | Resource – 4UDBE Tutor Presentation E3 | Activity 4, LO3, Real world applications of Porter, Johnson and BCG  Activity 5, LO3, 5M internal audit |
| Element 4  LO1  4.1 | Discuss relevant frameworks to analyse competitor environmental trends | Sources of competitor information  Porter’s Five Forces analysis  VRIN | 3 hours | SESSION PLAN Element 4 LO4  Session 1 | Resource – 4UDBE Tutor Presentation E4 | Activity 1, LO4, Competitor trends  Activity 2, LO4, Porter’s Five Forces  Activity 3, LO4, VRIN |
| Element 4  LO3  4.2 | Identify methods in which an organisation can gain competitive advantage in response to competitor analysis | Tools for strategic competitive analysis  Analysis of an organisations competitive environment  Strategic implications of the analysis | 4 hours | SESSION PLAN Element 4 LO4  Session 2 | Resource – 4UDBE Tutor Presentation E4 | Activity 4, LO4, Real world application of Ansoff’s matrix |