|  |  |  |
| --- | --- | --- |
| **What will we be learning?**  3.4 Influences on Business Decisions | **Why this? Why now?**    The strategic decisions that businesses make can be influenced by many factors. Here, students will explore those factors and how these can be influenced by different types of business ownership | **Key Words:**  Short termism  Long termism  Power Culture  Role Culture  Task Culture  Person Culture  Stakeholders  Shareholders  Ethics  Trade-off  Corporate Social Responsibility (CSR) |
| **What will we learn?**  3.4.1 – Corporate Influences – short termism vs long termism, evidence based vs subjective based decision making  3.4.2 – Corporate Culture – strong and weak cultures, classification of different cultures, how culture is formed and difficulties in changing an established culture  3.4.3 – Shareholders versus stakeholders – internal and external stakeholders, stakeholder objectives, stakeholder and shareholder influences and the conflict between shareholder and stakeholder objectives  3.4.4 – Business Ethics – Trade-off between profit and ethics, CSR | |
| **What opportunities are there for wider study?**  Lots of great examples from the Business news about these influences. Enron video on You Tube, lots of examples of good and bad company culture | |
| **How will I be assessed?**  Summative assessment and worksheets | |