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| **What will we be learning?**  4.2 Global Markets and Business expansion | **Why this? Why now?**    Once the topic of globalisation and the factors that are driving it are covered, focus goes on why companies want to expand into global markets and what factors might drive them into global business expansion. | **Key Words:**  Push Factors  Pull Factors  Off-shoring  Outsourcing  Product Life Cycle  Costs of production  Infrastructure  Trade Blocs  Global competitiveness  Exchange rates  Cost leadership  Differentiation  Skill shortages |
| **What will we learn?**  4.2.1 – Conditions that prompt trade – Push and pull factors, possibility of off-shoring and outsourcing and extending the product life cycle by selling in multiple markets  4.2.2 – Assessment of a country as a market – Consider; levels and growth of disposable income, ease of doing business, infrastructure, political stability and exchange rate  4.2.3 – Assess of a country as a production location – Consider; costs of production, skills and availability of workforce, infrastructure, location in trade bloc, government incentives, ease of doing business, political stability, natural resources and likely return on investment  4.2.4 – Reasons for global mergers or joint ventures – spreading risk over different countries / regions, entering new markets / trade blocs, acquiring national / international brand names / patents, securing resources / supplies and maintaining / increasing global competitiveness  4.2.5 – Global Competitiveness – The impact of movements in exchange rates, competitive advantage through cost competitiveness or differentiation and skill shortages and their impact on international competitiveness | |
| **What opportunities are there for wider study?**  Lots of examples of these factors in the business news and Business Review articles. | |
| **How will I be assessed?**  Summative Assessment worksheets on topics | |