

LEARNING JOURNEY

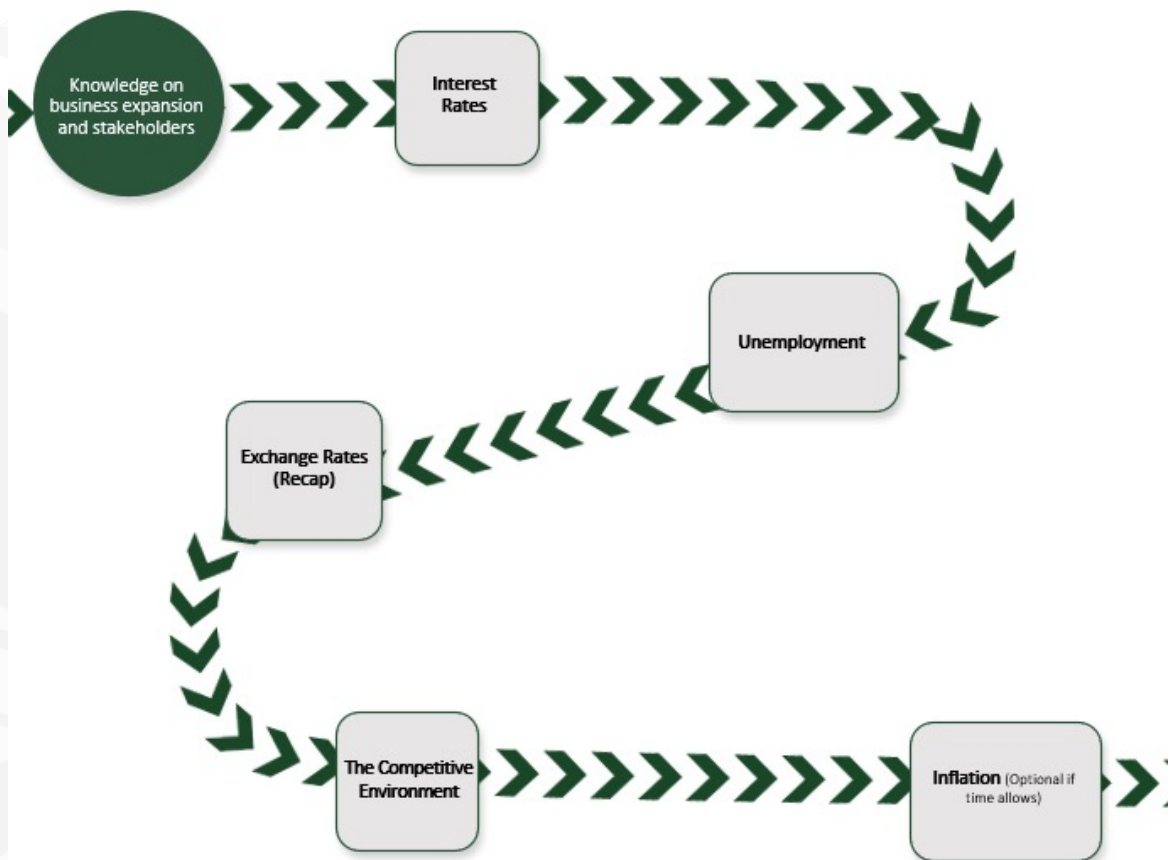
Business



The External Environment— Autumn 2

Through exploring the external environment, you will gain a valuable insight into the factors that affect all businesses and their decision making but are outside of their control. You will examine key economic concepts such as unemployment and interest rates and be able to relate your understanding to different business situations, as well as appreciate how these factors will one day affect you and your personal finances. You will also recap exchange rates and look how shifting exchange rates can positively and negatively affect businesses and how they fit into the broader economic picture. Although it will not be directly examined your teacher may cover inflation with you as this presents a current and real threat to many UK Businesses.

You will also consider how business must respond to the actions of rivals and how failure to do so can cause serious problems. You will also consider how the competitiveness of a market also influences business behaviour.



TUDOR HABITS AND VALUES:

You will need to show respect and empathy in terms of how today's turbulent economic environment is negatively affecting many people in society and their standard of living.

VOCABULARY: Base Rate, Monopoly, Unemployment, Investment, Inflation Rate.