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| **Business BTEC****5.2 International Business**  | **Road Map** |
| In this unit you will investigate the external and cultural factors that influence international businesses**LG1**: Knowledge**LG2**: Application**LG3**: Skills | Assessment Grades |  |  |
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| **Themes** | **Learning Goals/Outcomes/Content** |  |  |  |
| **External Influences**  | LG1: To know the external factors that impact on a businessLG2: To be able to apply external factors to selected businesses and industriesLG1: To know the format of a PESTLE analysisLG2: To apply knowledge of PESTLE to a given businessLG3: To Assess the impact of external factors |  |  |  |
| **International business support systems** | LG1: To know the support systems that enable a business to trade internationallyLG2: To be able to apply support systems to given businessesLG3: To assess the impact of support systems on a given business |  |  |  |
| **Situational Analysis** | LG1: To know the different formats/models of Situational AnalysisLG2: To conduct situational analysis for selected business in selected international markets |  |  |  |
| **Recommend one country**  | LG3: To use situational analysis to assess the suitability of international markets for selected businesses |  |  |  |
| **Cultural Factors** | LG1: To know the cultural factors that affect international business |  |  |  |
| **Impact of cultural factors**  | LG3: To analyse how cultural differences affect international businesses |  |  |  |
| **Evaluate the impact of****cultural differences.** | LG3: To evaluate the impact of cultural differences on selected businesses |  |  |  |
| **Assignment 5.2** | All criteria |  |  |  |

**Links:**

**Prior Knowledge:** This is taught alongside Unit 1 some basic knowledge on ownership and size/scale will support learning in this unit. 1.2 also has a business environment focus. Finance options covered in 5.1

**Future knowledge:**

**LG1**: Knowledge of the impact of the business environment is important for the external exams -Unit 2 and Unit 6.

**LG2**: Throughout the course you will need to apply knowledge to your businesses selected in the assignment units and apply knowledge to given businesses in the exam units. This unit requires extensive application which will be developed further in later units.

**LG3**: Development of analysis and evaluation is vital for making business judgements throughout the course and this skill is developed in this unit.

**LG3**: Independent research skills are also developed and are essential to achieving Distinction grades.