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| **What will we be learning?**  3.2 Business Growth | **Why this? Why now?**    A major strategy for larger businesses is growth. Students will look at the aims of growth, how this can be achieved organically and inorganically, the problems of arising from growth and the reasons for staying small. | **Key Words:**  Economies of Scale  Diseconomies of Scale  Merger  Takeover  Horizontal integration  Vertical integration  Organic growth  Inorganic growth |
| **What will we learn?**  3.2.1 – Growth – Objectives and problems arising from growth  3.2.2 – Mergers and Takeovers – Reasons for, distinction between mergers and takeovers, horizontal and vertical integration, problems of rapid growth  3.2.3 – Organic Growth – difference between organic and inorganic growth, methods of growing organically and advantages and disadvantages of organic growth  3.2.4 – Reasons for staying small – small business survival in competitive markets | |
| **What opportunities are there for wider study?**  Lots of examples of mergers and takeovers in the business news. Get students to bring in some examples from the press and discuss | |
| **How will I be assessed?**  Merger and takeover case study – Formative assessment | |