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| **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 termismLong termismPower CultureRole CultureTask CulturePerson CultureStakeholdersShareholdersEthicsTrade-offCorporate Social Responsibility (CSR)  |
| **What will we learn?**3.4.1 – Corporate Influences – short termism vs long termism, evidence based vs subjective based decision making3.4.2 – Corporate Culture – strong and weak cultures, classification of different cultures, how culture is formed and difficulties in changing an established culture3.4.3 – Shareholders versus stakeholders – internal and external stakeholders, stakeholder objectives, stakeholder and shareholder influences and the conflict between shareholder and stakeholder objectives3.4.4 – 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 |