Swanshurst School – Business **Year 12 – Super Curriculum – Business**

Year 12	Year 12	Year 13
Task 1: Stakeholder Conflict Simulation 🎭 **Choose a business scenario (e.g. factory closure, price increase, ethical scandal).** 🗣️ **Write a dialogue or role-play script between 3 stakeholders (e.g. employee, shareholder, customer).** 🎯 **Show how their interests conflict and how the business might respond.**	**Task 1: Podcast Deep Dive – Inflation & Interest Rates** 🎧 Listen to a relevant episode from the *Planet Money* or *BBC Wake Up to Money* podcast. 📝 Write a 300-word summary: • What economic factors were discussed? • How do they affect business decisions? • What did you find most surprising?	**Task 1 Economic** https://open.spotify.com/episode/7waElemruupaRyScZmrmaA **Take notes on:** **What economic factors are discussed (e.g. inflation, taxation, regulation)?** **How do these factors affect businesses and consumers?** **What role does government play in managing the economy?** ***"If you were running a small business in one of the countries mentioned, how would government policies affect your pricing, hiring, or investment decisions?"***
Task 2: Visit a Business Hub 🏢 Visit a local business park, enterprise centre, or co-working space. 📝 Write a short report on: • What types of businesses are located there? • What are the benefits of this location? • How does it support business growth and networking? 📷 Include photos or sketches if possible.	Task 2: **Business Book Review** 📚 Read a business-related book (e.g. *Shoe Dog*, *The Undercover Economist*, *Start With Why*). 📝 Write a 500-word review: • What did you learn? • How does it link to A-Level topics? • Would you recommend it?	**Task 2** **Task 2: Business Ethics Debate** ⚖ **Research a business accused of unethical behaviour (e.g. fast fashion, tech privacy, environmental damage).** 📝 **Prepare a short debate speech either defending or criticising the business.** 🎯 **Include stakeholder perspectives and long-term consequences.**
Task 3 Business Strategy in Action 🎯 Research a real business that has undergone a major strategic change (e.g. rebranding, diversification, international expansion). 📝 Create a one-page case study explaining: • What the strategy was • Why it was chosen • What the outcome was (success/failure)	**Task 3: Marketing Audit Challenge** 📱 Choose a brand you love. 📝 Conduct a mini marketing audit: • What's their target market? • How do they use the 4Ps? • What could they improve? 🎯 Present your findings as a poster or infographic.	**Task 3: Global Business Case Study** 🌍 **Choose a multinational company.** 📝 **Create a case study on how it adapts to different markets (e.g. pricing, culture, laws).** 🎯 **Link to globalisation, trade, and localisation strategies.**

• Link to Ansoff's Matrix or Porter's strategies		

Reading Task	**Creative Task**
Research Task	**Listening**
Problem Task	**Writing Task**
Trip or Visit	**Watching Task**

Key

	Term 1
	Term 2
	Term 3