Business Studies
A-Level Learning Journey

the Hazeley ACADEMY

Theme 4 Global Business

4.4.3 Controlling MNCs
a) Political influence
b) Pressure groups
c) Social media
d) Legal control

4.3.3 Cultural/social factors
a) Cultural differences
b) Different tastes
c) Language
d) Unintended meanings

4.3.1 Marketing
a) Global strategy
b) Different approaches
c) Marketing mix (4Ps)

4.2.4 Global mergers or joint ventures
a) Spreading risk
b) New markets/trade blocs
c) Acquiring brand names
d) Securing resources
e) Global competitiveness

4.4.2 Ethics
a) Stakeholder conflict
b) Environment
c) Supply chain
d) Marketing

4.4.1 Impact of MNCs
a) On the local economy
b) On the national economy

4.3.2 Niche Markets
a) Cultural diversity
b) Features of niche
c) Adapting the 4Ps

4.2.5 Global competitiveness
a) Exchange rates
b) Competitive advantage
c) Skill shortages

4.1.1 Growing economies
a) Growth in UK economy
b) Growing economic power
c) Implications of growth

4.1.4 Protectionism
a) Tariffs
b) Import quotas
c) Trade barriers

4.1.5 Trade blocs
a) Expansion of blocs
b) Impact of blocs

4.2.1 Conditions of trade
a) Push & pull factors
b) Off-shoring
c) Product life cycle

4.1.2 International trade and growth
a) Exports and imports
b) Specialisation & competitive advantage
c) Foreign direct investment (FDI)

4.1.3 Factors affecting globalisation
a) Trade barriers and liberalisation
b) Political change
c) Transport and communication
d) Significance of global companies
e) Increased investment flows (FDI)
f) Migration
g) Growth of the global labour force
h) Structural change

4.2.2 Countries as a market
a) Disposable income
b) Ease of business
c) Infrastructure
d) Exchange rates

4.2.3 Countries as a production location
a) Cost of production and labour
b) Infrastructure
c) Political stability & government incentives
d) Return on investment

Theme 3 Business Decisions & Strategy

YEAR 13

6.3 Scenario lanning
Risk ssessment
Risk itigation

3.6.2 Key Factors in Change
a) Organisational culture
b) Size of organisation
c) Time/speed of change
d) Managing change

3.6.1 Cause & Effect of Change
a) Causes of change
b) Effects of change

3.5.3 Human Resources
a) Labour productivity, turnover & retention
b) HR strategies

3.5.2 Ratio Analysis
a) Gearing
b) ROCE
c) Using ratios for decisions
d) Limitations of ratio analysis

3.5.1 Interpretation of financial statements
a) Profit and loss accounts
b) Balance sheets

3.3.2 Investment Appraisal
a) Simple payback
b) Average rate of return
c) Net present value
d) Calculation of data
e) Limitations of techniques

3.3.3 Decision Trees
a) Decision tree diagrams
b) Calculations of figures
c) Limitations of decision trees

3.4.1 Corporate Influences
a) Short vs long termism
b) Evidence vs subjective decision making

3.4.4 Business Ethics
a) Profit vs ethics
b) Pay and rewards
c) Corporate Social Responsibility

3.2.4 Reasons for staying small
a) Survival in competitive markets

3.2.3 Organic Growth
a) Inorganic vs organic
b) Methods of growth
c) Pros and cons

3.3.1 Quantitative Sales Forecasting
a) Time-series analysis
b) Scatter graphs and line of best fit
c) Limitations of quantitative forecasting

3.3.4 Critical Path Analysis (CPA)
a) Purpose of critical path
b) Interpretation of networks
c) Calculation of critical path
d) Limitations of critical path

3.4.2 Corporate Culture
a) Strong vs weak culture
b) Classification and formation of culture
c) Difficulties changing culture

3.4.3 Shareholders vs Stakeholders
a) Internal vs external
b) Stakeholder objectives
c) Stakeholder and shareholder influence
d) Shareholder vs stakeholder conflict

3.2.2 Mergers and takeovers
a) Reasons for mergers
b) Distinction between them
c) Horizonal and vertical integration
d) Financial risks and rewards
e) Problems of rapid growth

3.2.1 Growth
a) Objectives of growth
b) Problems arising from growth

3.1.4 External Influences
a) PESTLE
b) Competitive Environment
c) Porter's Five Forces

3.1.3 SWOT Analysis
a) Internal considerations
b) External considerations

3.1.2 Theories of Corporate Strategy
a) Development of strategy
b) Portfolio analysis
c) Effects of decision making

3.1.1 Corporate Objectives
a) Mission statements & aims
b) Critical appraisal

Theme 2 Managing Business Activity

YEAR 12

2.2.4 Budgets
a) Purpose of budgets
b) Types of budgets
c) Variance analysis
d) Difficulties budgeting

2.3.1 Profit
a) Calculations
b) Profitability
c) Cash vs Profit

2.3.2 Liquidity
a) Current ratio
b) Acid test
c) Working Capital

2.3.3 Business Failure
a) Causes of failure
b) Financial factors
c) Non-financial factors

2.4.2 Capacity Utilisation
a) Ways to improve
b) Implications of mistakes

2.4.4 Quality Management
a) Control and assurance
b) Total Quality Management (TQM)
c) Kaizen

2.5.3 The Competitive Environment
a) Competition and market size

2.2.1 Sales Forecasting
a) Purpose of forecasts
b) Factors affecting forecast
c) Difficulties of forecasting

2.2.3 Break-even
a) Contribution
b) Break-even point
c) Calculating break even
d) Margin of Safety
e) Interpretation & Limitations

2.4.1 Production, productivity and efficiency
a) Methods of production
b) Productivity
c) Efficiency

2.4.3 Stock Control
a) Stock control diagrams
b) Buffer Stock
c) Implications of poor management
d) Just In Time (JIT)
e) Waste management
f) Lean production

2.5.1 Economic Influences
a) Inflation, exchange rate, interest rates, taxation
b) Effects of economic uncertainty

2.5.2 Legislation
a) Effects of: consumer, employee & environmental protection, competition policy and health & safety

2.2.2 Sales, revenues & costs
a) Sales and revenue
b) Fixed and variable costs

1.5.5 Business choices
a) Opportunity cost
b) Choices & trade-offs

1.5.4 Forms of business
a) Ownership types
b) Types of business
c) Growth to PLC

1.5.3 Business Objectives
a) Survival
b) Profit
c) Other objectives

.1.4 Planning
) Planning to obtain nance
) Interpreting cash-ow
) Limitations of cash-ow forecast

2.1.3 Liability
a) Limited liability
b) Unlimited liability

2.1.2 External Finance
a) Sources of finance
b) Methods of finance

2.1.1 Internal Finance
a) Owners capital
b) Retained profit
c) Sale of assets

1.5.6 Moving from entrepreneur to leader
a) The difficulties in developing skills

1.5.2 Entrepreneurial motives & characteristics
a) Characteristics and skills required
b) Why people set up businesses

1.3.2 Branding and promotion
a) Types of promotion
b) Types of branding
c) Benefits of strong branding
d) Ways to build a brand
e) Influence of social trends

1.3.4 Distribution
a) Distribution channels
b) Influence of social trends

1.4.1 Approaches to staffing
a) Staff as an asset and as a cost
b) Flexible workforce
c) Dismissal and redundancy
d) Employer/employee relations

1.4.3 Organisational Design
a) Organisational structure
b) Types of structure
c) Impact on efficiency & motivation

1.5.1 Role of an entrepreneur
a) Starting & running a business
b) Innovation
c) Barriers to entrepreneurship
d) Anticipating risk

1.3.3 Pricing strategies
a) Types of pricing strategy
b) Factors affecting price
c) Influence of social trends

1.3.5 Marketing Strategy
a) The product life cycle
b) Extension strategies
c) Boston Matrix
d) Marketing strategy
e) Brand Loyalty

1.4.2 Recruitment, selection and training
a) Recruitment process
b) Cost of recruitment and training
c) Types of training

1.4.4 Motivation in theory and practice
a) Importance of motivation
b) Motivation theories
c) Financial incentives
d) Non-financial incentives

1.4.5 Leadership
a) Leadership
b) Types of leadership style

1.3.1 Product/Service Design
a) Design Mix
b) Influence of Social Trends

1.2.1 Demand
a) Factors affecting demand

1.1.2 Market research
a) Product and market orientation
b) Primary and secondary research
c) Limitations of market research
d) Market segmentation

Theme 1 Marketing & People

1.2.5 Income Elasticity of Demand (YED)
a) Calculation & Interpretation of YED
b) Factors influencing YED

1.2.2 Supply
a) Factors affecting supply

1.2.4 Price Elasticity of Demand (PED)
a) Calculation & Interpretation of PED
b) Factors influencing PED

1.2.3 Markets
a) Supply and demand
b) Supply and demand diagrams

1.1.3 Market positioning
a) Market mapping
b) Competitive advantage
c) Differentiation
d) Adding value

1.1.1 The market
a) Mass and niche markets
b) Dynamic markets
c) Competition
d) Risk and uncertainty