

BUSINESS STUDIES A2

TERM 1

OBJECTIVES STRATEGY – Module 6 – GM

Impact on Firms of Change in Size

Financing growth

Management re-organisation during growth

Problems of transition in size

Change in ownership

Revision of Unit 57 – on to Unit 13,74,101,3(p24 – management buyout)

Business Objectives

Mission and organisational culture

Revise Unit 4 – on to Unit 14

Business Strategy

Decision-making to achieve objectives

Decision trees

Corporate Plan (medium to long term)

Contingency planning

Management of Change

Revise Unit 48 – on to Units 11, part of 15 and 16, 10,89,102

MARKETING

Market Analysis

Asset versus market-led marketing

Extrapolation and correlation (scatter graphs)

Unit 12

Marketing Strategy

Marketing decision-making

Revise Unit 48

Marketing Planning

Marketing mix

Marketing budget

Sales forecasting

Revision and development of 37 – 46

TERM 2 - GM

PEOPLE IN ORGANISATIONS

Communications

Relationship between motivation and communication

Barriers to effective communication

Difficulties for larger organisations and possible solutions

Units 82 (83 part) 84

Employer/Employee Relations

Differing approaches to employee relations at the collective and individual level

Employee participation and industrial democracy

The role of trade unions and ACAS

Principles of employment law

Units 85,86,87

Human Resource Management

Workforce planning

Methods of remuneration

Measurement of personnel effectiveness

(labour productivity, labour turnover, absenteeism and Health and safety)

Revise Unit 72 Units 88,75,96

OPERATIONS MANAGEMENT

Productive Development

Critical path analysis

Units 99,104

Controlling Operations

Application of IT within and between organisations

Units 98

Facilities

Regional location

International location

Units 100

STUDY SKILLS

Unit 106

BUSINESS STUDIES A2

Term 1 - AK

Accounting and Finance – Module 4

Company Accounts

Capital expenditure and revenue expenditure

Interpretation of profit and loss accounts and balance sheets

Working capital

Depreciation provisions

(straight line)

Window dressing

Revise Unit 60, Units 55, 56, 58, 63, 69

Ratio Analysis

Liquidity (acid test only)

Financial efficiency (asset turnover, stock turnover and debtor days)

Gearing (loans capital employed)

Profitability (profit margins and return on capital)

Shareholders' ratios (dividend per share and dividend yield)

Limitations upon the use of ratios

Units 68

Contribution and Break-even Analysis

Units 53, 65

Investment Decision-making

Forecasting cash flows in a situation of market and cost uncertainty

Quantitative appraisal through payback, Average Rate of Return (ARR) and discounted cash flow (NPV only)

Qualitative factors affecting decisions

Units 64

Term 2 - AK

External Influences

Economic Opportunities and Constraints

The Labour Market X-ref Marketing (Supply and Demand)

Implications for business Strategy of:

International competitiveness

Economic growth

The European Union and other overseas opportunities in emerging markets

Units 19, 29, 30, 31, 32, 49

Governmental Opportunities and Constraints

Government policies affecting business

Unit 26, 28

Social and Other Opportunities and Constraints

Social responsibilities

Business Ethics

Environmental pressures and opportunities

Political Change

Pressure group activity

Social auditing

Revise Unit 27, 33 – Unit 35, 97, 8