

# BUSINESS STUDIES AS

## TERM 1 – GM

**Intro – Study Skills – Unit 105**

### OBJECTIVES AND STRATEGY

#### **Starting a small firm**

Identifying and opportunity

Legal Structure

Practical problems of start-ups

Units 1,2,3,5,6

#### **Business Objectives**

Corporate aims and goals

Short versus long-term objectives

Conflicting and common aims of stakeholders

Units 4,

#### **Business Strategy**

SWOT analysis

Unit 4 (Unit 15 p 123)

## MARKETING

### **Market Analysis**

Market research: primary and Secondary

Population/demography

Segmentation analysis, market size, growth and share

A qualitative understanding of statistical significance of sample findings

Units 36,37,38,39, (Unit 50 Confidence Level)

### **Market Strategy**

Objectives and marketing

Niche versus mass marketing

Product life cycle and product portfolio analysis

Adding Value

Unit 47, 48

### **Marketing Planning**

Marketing mix

Supply and Demand

Application of elasticity of demand

Unit 17,40,41,42,43,44,45,46 (22 – Consumer Law AK),20

## TERM 2 - GM

### PEOPLE IN ORGANISATIONS - Module 2

#### **Management Structure and Organisation**

Organisational design

Management by Objectives

Delegation and consultation

Units 70,7?

**Motivation**

Motivation theory

Motivation in practice

Financial incentives

Leadership and management styles

Unit 71,72,73,74

**Human Resource Management**

Workforce planning

Recruitment and training

Unit 75,76,77,78,79 (not appraisal),(80,81 H&amp;S Law and Equal Opps – AK)

H/T

## OPERATIONS MANAGEMENT

**Productive Efficiency**

Economies and diseconomies of scale

Capacity utilisation

Capital versus labour intensive

Units 90,93,91

**Controlling Operations**

Stock Control

Quality control, improvement and assurance

Units 94,95

**Lean Production**

Cell production

Just in Time

Time-based management

Continuous improvement

Units 92

# **BUSINESS STUDIES AS**

## **TERM 1 – AK**

### **INTRODUCTION TO STATISTICS**

### **ACCOUNTING AND FINANCE – Module 1**

#### **Classification of Cost, Profit, Contribution and Break-even Analysis**

Units 52,54

#### **Company Accounts**

Cash flow management

Distinction between cash flow and profit

Sources of finance

Units 59,60,57,

#### **Budgeting**

Understanding the purpose of budgets

Interpreting but not analysing variances

Units 61,66(part)

#### **Cost Centres and Profit Centres**

Elementary management accounts focusing upon the value of delegated power over budgets

Units 53

## **TERM 2**

### **EXTERNAL FACTORS – Module 3**

#### **Economic Opportunities and Constraints**

The market and competition

Macro-economic issues in relation to business, including

Business Cycle

Interest rates

Exchange rates

Inflation

Unemployment

Units 18,21(part),25(part),23,24

#### **Governmental Opportunity and Constraints**

UK and EU law

Units 80,81,22

#### **Social and Other Opportunities and Constraints**

Social responsibilities

Business Ethics

Technological change

Units 33, 34, 98 (part)