

## Business – Course outline

**L = Video Lecture      A = Assessment**

### Section 1 – Business basics

Code	Title	Activity	Exam Board	AS
<b>Module 1 - The Nature and Purpose of Businesses</b>				
BB1.1.1	Why Do Businesses Exist?	L	AQA/Edex	Y
BB1.1.2	Different Business Forms	L	AQA/Edex	Y
BB1.1a	Business Forms	A	AQA/Edex	Y
BB1.2	Stakeholders and Shareholders	L	AQA/Edex	Y
BB1.2a	Stakeholders and Shareholders	A	AQA/Edex	Y
<b>Module 2 - The Business Environment</b>				
BB2.1.1	Demand	L	AQA/Edex	Y
BB2.1.2	Supply	L	AQA/Edex	Y
BB2.1.3	Markets	L	AQA/Edex	Y
BB2.1.4	Opportunity Costs and Trade Offs	L	AQA/Edex	Y
BB2.1a	Demand, Supply and Markets	A	AQA/Edex	Y
BB2.2	The External Environment (PESTLE)	L	AQA/Edex	Y
BB2.2a	The External Environment (PESTLE)	A	AQA/Edex	Y
<b>Module 3 - Mission, Corporate Objectives and Strategy</b>				
BB3.1.1	Influences on Mission and Objectives	L	AQA/Edex	N
BB3.1.2	Theories on Corporate Strategies	L	AQA/Edex	N
BB3.1.3	The Value of SWOT Analysis	L	AQA/Edex	N
BB3.1a	Mission, Corporate Objectives and Strategy	A	AQA/Edex	N
BB3.2.1	Short-Term vs. Long-Term	L	AQA/Edex	N
BB3.2.2	Corporate Culture	L	AQA/Edex	N
BB3.2.3	Business Ethics and CSR	L	AQA/Edex	N
BB3.2a	Influences on Business Decisions	A	AQA/Edex	N

## Section 2 – Marketing

Code	Title	Activity	Exam Boards	AS
<b>Module 1 - Marketing Objectives and Markets</b>				
M1.1.1	Marketing Objectives	L	AQA/Edex	Y
M1.1.2	Influences on Marketing Objectives	L	AQA/Edex	Y
M1.1a	Marketing Objectives	A	AQA/Edex	Y
M1.2	Marketing Research	L	AQA/Edex	Y
M1.2a	Marketing Research	A	AQA/Edex	Y
M1.3.1	Sampling	L	AQA/Edex	Y
M1.3.2	Interpreting Marketing Data	L	AQA/Edex	Y
M1.3a	Marketing Data	A	AQA/Edex	Y
M1.4	The Value of Technology	L	AQA/Edex	Y
M1.4a	Marketing Technology	A	AQA/Edex	Y
M1.5.1	Price Elasticity of Demand	L	AQA/Edex	Y
M1.5.2	Income Elasticity of Demand	L	AQA/Edex	Y
M1.5a	Price and Income Elasticity of Demand	A	AQA/Edex	Y
<b>Module 2 - Positioning and the Marketing Mix</b>				
M2.1.1	Segmentation, Targeting and Positioning	L	AQA/Edex	Y
M2.1.2	Segmentation, Targeting and Positioning in Practice	L	AQA/Edex	Y
M2.1a	Segmentation, Targeting and Positioning	A	AQA/Edex	Y
M2.2.1	Introduction to the Marketing Mix	L	AQA/Edex	Y
M2.2.2	Product	L	AQA/Edex	Y
M2.2.3	Price	L	AQA/Edex	Y
M2.2a	Product and Price	A	AQA/Edex	Y
M2.3.1	Promotion	L	AQA/Edex	Y
M2.3.2	Place	L	AQA/Edex	Y
M2.3.3	People, Process and Physical Environment	L	AQA/Edex	Y
M2.3a	Promotion, Place, People, Process and Physical Env.	A	AQA/Edex	Y
M2.4	Integrating and Applying the Marketing Mix	L	AQA/Edex	Y
M2.4a	The Marketing Mix in Practice	A	AQA/Edex	Y
M2.5	Digital Marketing and E-Commerce	L	AQA/Edex	Y
M2.5a	Digital Marketing and E-Commerce	A	AQA/Edex	Y
<b>Module 3 - Strategic Positioning</b>				
M3.1.1	Ansoff Matrix	L	AQA/Edex	N
M3.1.2	Porter's Strategies and Bowman's Strategic Clock	L	AQA/Edex	N
M3.1a	Markets and Products	A	AQA/Edex	N
M3.2	Strategic Positioning and Competitive Advantage	L	AQA/Edex	N
M3.2a	Strategic Positioning and Competitive Advantage	A	AQA/Edex	N
M3.3	Global Marketing Strategy	L	Edexcel	N
M3.3a	Global Marketing Strategy	A	Edexcel	N

### Section 3 – Operations

Code	Title	Activity	Exam Boards	AS
<b>Module 1 - Operational Objectives and Performance</b>				
O1.1	Operational Objectives	L	AQA/Edex	Y
O1.1a	Operational Objectives	A	AQA/Edex	Y
O1.2.1	Labour Productivity and Efficiency Data	L	AQA/Edex	Y
O1.2.2	Analysing Labour Productivity and Efficiency	L	AQA/Edex	Y
O1.2a	Labour Productivity and Efficiency	A	AQA/Edex	Y
O1.3.1	Capacity Data	L	AQA/Edex	Y
O1.3.2	Analysing Capacity	L	AQA/Edex	Y
O1.3a	Capacity Data	A	AQA/Edex	Y
O1.4.1	Lean Production	L	AQA/Edex	Y
O1.4.2	Technology in Operations	L	AQA/Edex	Y
O1.4a	Lean Production and Technology	A	AQA/Edex	Y
<b>Module 2 - Quality, Inventory and Supply Chains</b>				
O2.1.1	The Importance of Quality	L	AQA/Edex	Y
O2.1.2	Quality Control	L	AQA/Edex	Y
O2.1.3	Quality Assurance	L	AQA/Edex	Y
O2.1.4	Other Quality Initiatives	L	AQA/Edex	Y
O2.1a	Quality	A	AQA/Edex	Y
O2.2.1	Supply Chain Management	L	AQA/Edex	Y
O2.2.2	Inventory Controls	L	AQA/Edex	Y
O2.2.3	Inventory Control Charts	L	AQA/Edex	Y
O2.2.4	The Value of Outsourcing	L	AQA/Edex	Y
O2.2a	Inventory and Supply Chains	A	AQA/Edex	Y

## Section 4 – Human Resources

Code	Title	Activity	Exam Boards	AS
<b>Module 1 - Managing People</b>				
HR1.1.1	Human Resources Objectives	L	AQA/Edex	Y
HR1.1.2	Human Resources Approaches	L	AQA/Edex	Y
HR1.1a	HR Objectives and Approaches	A	AQA/Edex	Y
HR1.2.1	Approaches to Staffing	L	AQA/Edex	Y
HR1.2.2	Recruitment, Selection and Training	L	AQA/Edex	Y
HR1.2.3	Employee Involvement in Decision Making	L	AQA/Edex	Y
HR1.2.4	Managing Employer-Employee Relations	L	AQA/Edex	Y
HR1.2a	Staffing	A	AQA/Edex	Y
HR1.3.1	Theories of Motivation	L	AQA/Edex	Y
HR1.3.2	Motivation in Practice	L	AQA/Edex	Y
HR1.3.3	Choosing Between Different Methods	L	AQA/Edex	Y
HR1.3a	Motivation	A	AQA/Edex	Y
<b>Module 2 - Management, Leadership and Entrepreneurship</b>				
HR2.1	The Role of Managers	L	AQA/Edex	Y
HR2.1a	The Role of Managers	A	AQA/Edex	Y
HR2.2.1	Types of Management and Leadership Styles	L	AQA/Edex	Y
HR2.2.2	Evaluating Management and Leadership Styles	L	AQA/Edex	Y
HR2.2a	Management and Leadership Styles	A	AQA/Edex	Y
HR2.3.1	The Role of an Entrepreneur	L	AQA/Edex	Y
HR2.3.2	Entrepreneurial Motives and Characteristics	L	AQA/Edex	Y
HR2.3.3	Moving from Entrepreneur to Leader	L	AQA/Edex	Y
HR2.3a	Entrepreneurship	A	AQA/Edex	Y
<b>Module 3 - Organisational Design and HR Performance</b>				
HR3.1.1	Job Design	L	AQA/Edex	Y
HR3.1.2	Organisational Design	L	AQA/Edex	Y
HR3.1.3	Influences on Job and Organisational Design	L	AQA/Edex	Y
HR3.1a	Job and Organisational Design	A	AQA/Edex	Y
HR3.2.1	Human Resources Flow	L	AQA/Edex	Y
HR3.2.2	Human Resources Planning	L	AQA/Edex	Y
HR3.2a	Human Resources Flow and Planning	A	AQA/Edex	Y
HR3.3.1	Calculating HR Data	L	AQA/Edex	N
HR3.3.2	Using and Interpreting HR Data	L	AQA/Edex	N
HR3.3a	Human Resources Data	A	AQA/Edex	N

## Section 5 – Finance and Accounting

Code	Title	Activity	Exam Boards	AS
<b>Module 1 - Finance and Accounting Foundations</b>				
FA1.1.1	Introduction to Financial Objectives	L	AQA/Edex	Y
FA1.1.2	Influences on Financial Objectives	L	AQA/Edex	Y
FA1.1a	Introduction to Financial Objectives	A	AQA/Edex	Y
FA1.2	Revenue	L	AQA/Edex	Y
FA1.2a	Revenue	A	AQA/Edex	Y
FA1.3	Costs	L	AQA/Edex	Y
FA1.3a	Costs	A	AQA/Edex	Y
FA1.4	Profit	L	AQA/Edex	Y
FA1.4a	Profit	A	AQA/Edex	Y
FA1.5.1	Introduction to Cash Flow	L	AQA/Edex	Y
FA1.5.2	Cash Flow Statements and Forecasts	L	AQA/Edex	Y
FA1.5.3	Analysing Cash Flow	L	AQA/Edex	Y
FA1.5.4	Managing Cash Flow	L	AQA/Edex	Y
FA1.5a	Cash Flow	A	AQA/Edex	Y
<b>Module 2 - Budgeting, Break-Even and Profitability</b>				
FA2.1.1	Budgeting	L	AQA/Edex	Y
FA2.1.2	Variance Analysis	L	AQA/Edex	Y
FA2.1a	Budgeting	A	AQA/Edex	Y
FA2.2.1	Introduction to Break-Even	L	AQA/Edex	Y
FA2.2.2	Break-Even Charts	L	AQA/Edex	Y
FA2.2.3	Analysing Break-Even	L	AQA/Edex	Y
FA2.2a	Break-Even	A	AQA/Edex	Y
FA2.3.1	Profit and Profitability	L	AQA/Edex	Y
FA2.3.2	Analysing Profitability	L	AQA/Edex	Y
FA2.3a	Profit and Profitability	A	AQA/Edex	Y
<b>Module 3 - Sources of Finance</b>				
FA3.1.1	Introduction to Raising Finance	L	AQA/Edex	Y
FA3.1.2	Internal Sources of Finance	L	AQA/Edex	Y
FA3.1.3	External Sources of Finance	L	AQA/Edex	Y
FA3.1a	Raising Finance	A	AQA/Edex	Y
FA3.2	Short and Long-Term Finance	L	AQA/Edex	Y
FA3.2a	Short and Long-Term Finance	A	AQA/Edex	Y
<b>Module 4 - Financial Statements and Ratios</b>				
FA4.1.1	The Balance Sheet	L	AQA/Edex	N
FA4.1.2	Analysing the Balance Sheet	L	AQA/Edex	N
FA4.1a	The Balance Sheet	A	AQA/Edex	N
FA4.2.1	The Income Statement	L	AQA/Edex	N

FA4.2.2	Analysing the Income Statement	L	AQA/Edex	N
FA4.2a	The Income Statement	A	AQA/Edex	N
FA4.3.1	Profit Margins and ROCE	L	AQA/Edex	N
FA4.3.2	Liquidity Ratio	L	AQA/Edex	N
FA4.3.3	Gearing Ratio	L	AQA/Edex	N
FA4.3.4	Efficiency	L	AQA/Edex	N
FA4.3a	Financial Ratios	A	AQA/Edex	N
FA4.4	Value and Limitations of Financial Ratios	L	AQA/Edex	N
FA4.4	Value and Limitations of Financial Ratios	A	AQA/Edex	N

## Section 6 – Quantitative Methods

Code	Title	Activity	Exam Boards	AS
<b>Module 1 – Decision Trees and Elasticity</b>				
QM1.1.1	Introduction to Decision Making	L	AQA/Edex	Y
QM1.1.2	Factors Affecting Business Decision Making	L	AQA/Edex	Y
QM1.1a	Introduction to Decision Making	A	AQA/Edex	Y
QM1.2.1	Introduction to Decision Trees	L	AQA/Edex	Y
QM1.2.2	Constructing Decision Trees	L	AQA/Edex	Y
QM1.2.3	Calculations Using Decision Trees	L	AQA/Edex	Y
QM1.2.4	Using and Evaluating Decision Trees	L	AQA/Edex	Y
QM1.2a	Decision Trees	A	AQA/Edex	Y
QM1.3.1	Price Elasticity of Demand (PED)	L	AQA/Edex	N
QM1.3.2	PED Calculations	L	AQA/Edex	N
QM1.3.3	Income Elasticity of Demand (YED)	L	AQA/Edex	N
QM1.3.4	YED Calculations	L	AQA/Edex	N
QM1.3a	Elasticity	A	AQA/Edex	N
<b>Module 2 – Investment Appraisal</b>				
QM2.1.1	Introduction to Investment Appraisal	L	AQA/Edex	N
QM2.1.2	Payback Periods	L	AQA/Edex	N
QM2.1.3	Using and Evaluating Payback Periods	L	AQA/Edex	N
QM2.1.4	Average Rate of Return	L	AQA/Edex	N
QM2.1a	Payback Periods and ARR	A	AQA/Edex	N
QM2.2.1	Discounting and Present Value	L	AQA/Edex	N
QM2.2.2	Calculating Net Present Value	L	AQA/Edex	N
QM2.2.3	Using and Evaluating NPV	L	AQA/Edex	N
QM2.2a	Net Present Value	A	AQA/Edex	N
<b>Module 3 – Sensitivity Analysis and Critical Path Analysis</b>				
QM3.1.1	Introduction to Sensitivity Analysis	L	AQA/Edex	N
QM3.1.2	Performing Sensitivity Analysis	L	AQA/Edex	N
QM3.1.3	Using and Evaluating Sensitivity Analysis	L	AQA/Edex	N
QM3.1a	Sensitivity Analysis	A	AQA/Edex	N
QM3.2.1	Introduction to Strategic Implementation	L	AQA/Edex	N
QM3.2.2	Introduction to Network Analysis	L	AQA/Edex	N
QM3.2.3	Constructing Network Analysis Diagrams	L	AQA/Edex	N
QM3.2.4	Finding the Critical Path	L	AQA/Edex	N
QM3.2.5	Using and Evaluating Critical Path Analysis	L	AQA/Edex	N
QM3.2a	Critical Path Analysis	A	AQA/Edex	N

## Section 7 – Global Business

Code	Title	Activity	Exam Boards	AS
<b>Module 1 - Globalisation</b>				
GB1.1.1	Reasons for Globalisation	L	AQA/Edex	N
GB1.1.2	Impacts of Globalisation	L	AQA/Edex	N
GB1.1a	Globalisation	A	AQA/Edex	N
GB1.2.1	Internationalisation	L	AQA/Edex	N
GB1.2.2	The Impact of Internationalisation	L	AQA/Edex	N
GB1.2.3	Managing International Business	L	AQA/Edex	N
GB1.2a	Internationalisation	A	AQA/Edex	N
<b>Module 2 - Global Markets and Business Expansion</b>				
GB2.1.1	International Trade	L	AQA/Edex	N
GB2.1.2	Production and Market Opportunities	L	AQA/Edex	N
GB2.1a	International Production and Trade	A	AQA/Edex	N
GB2.2	Methods of Entering International Markets	L	AQA/Edex	N
GB2.2a	Methods of Entering International Markets	A	AQA/Edex	N
GB2.3.1	Protectionism	L	AQA/Edex	N
GB2.3.2	Trading Blocs	L	AQA/Edex	N
GB2.3a	Protectionism and Trading Blocs	A	AQA/Edex	N
<b>Module 3 - Global Industries and Companies (MNCs)</b>				
GB3.1	The Impact of MNCs	L	AQA/Edex	N
GB3.1a	The Impact of MNCs	A	AQA/Edex	N
GB3.2	Stakeholder Conflicts and Ethics	L	AQA/Edex	N
GB3.2a	Stakeholder Conflicts and Ethics	A	AQA/Edex	N
GB3.3	Controlling MNCs	L	AQA/Edex	N
GB3.3a	Controlling MNCs	A	AQA/Edex	N



## Section 8 – Threats and Opportunities

Code	Title	Activity	Exam Boards	AS
<b>Module 1 - Performance and Threats to Performance</b>				
TO1.1	Assessing Business Performance	L	AQA	N
TO1.1a	Business Performance	A	AQA	N
TO1.2.1	Political and Legal Threats	L	AQA	N
TO1.2.2	Economic Threats and Opportunities - Economy	L	AQA	N
TO1.2.3	Economic Threats and Opportunities - Inflation	L	AQA	N
TO1.2.4	Economic Threats and Opportunities - Trade and ER	L	AQA	N
TO1.2a	Political, Legal and Economic Threats	A	AQA	N
TO1.3.1	Social Threats and Opportunities	L	AQA	N
TO1.3.2	Corporate Social Responsibility (CSR)	L	AQA	N
TO1.3.3	Technological Threats and Opportunities	L	AQA	N
TO1.3.4	Environmental Threats and Opportunities	L	AQA	N
TO1.3a	PESTLE Threats	A	AQA	N
TO1.4	Porter's 5 Forces and the Threat of Competition	L	AQA	N
TO1.4a	Porter's 5 Forces and the Threat of Competition	A	AQA	N
<b>Module 2 - Innovation and Digital Technology</b>				
TO2.1.1	Innovation	L	AQA	N
TO2.1.2	Protecting Innovation	L	AQA	N
TO2.1a	Innovation	A	AQA	N
TO2.2	Using Digital Technology	L	AQA	N
TO2.2a	Digital Technology	A	AQA	N
<b>Module 3 - Business Growth</b>				
TO3.1.1	Growth Objectives and Methods	L	AQA/Edex	N
TO3.1.2	Evaluating Growth	L	AQA/Edex	N
TO3.1a	Business Growth	A	AQA/Edex	N

## Section 9 – Change and Strategy

Code	Title	Activity	Exam Boards	AS
<b>Module 1 - Change</b>				
CS1.1.1	Causes and Impacts of Change	L	AQA/Edex	N
CS1.1.2	Lewin's Force Field Analysis	L	AQA/Edex	N
CS1.1a	The Causes and Impacts of Change	A	AQA/Edex	N
CS1.2	Barriers to Change	L	AQA/Edex	N
CS1.2a	Barriers to Change	A	AQA/Edex	N
CS1.3	Changing Organisational Culture	L	AQA/Edex	N
CS1.3a	Changing Organisational Culture	A	AQA/Edex	N
<b>Module 2 - Managing Strategic Implementation</b>				
CS2.1	Strategic Change and Implementation	L	AQA/Edex	N
CS2.1a	Strategic Change and Implementation	A	AQA/Edex	N
CS2.2.1	Leadership for Change	L	AQA/Edex	N
CS2.2.2	Communicating Change	L	AQA/Edex	N
CS2.2.3	Organisational Structure and Change	L	AQA/Edex	N
CS2.2a	Dealing with Change	A	AQA/Edex	N
<b>Module 3 – Evaluating Strategic Performance</b>				
CS3.1.1	Difficulties with Strategy	L	AQA/Edex	N
CS3.1.2	Introduction to Corporate Governance	L	AQA/Edex	N
CS3.1.3	Good Corporate Governance	L	AQA/Edex	N
CS3.1.4	Bad Corporate Governance	L	AQA/Edex	N
CS3.1.5	Strategic Performance and Planning	L	AQA/Edex	N
CS3.1a	Evaluating Strategic Performance	A	AQA/Edex	N

**EzyEducation Ltd**  
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