A-level Business Studies at Wyedean School



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- 3.1 What is business?
- 3.2 Managers, leadership and decision-making
- 3.3 Decision making to improve marketing performance
- 3.4 Decision making to improve operational performance
- 3.1.1 The nature and purpose of business
- 3.1.2 Understanding different business forms
- 3.1.3 Businesses operate within an external environment
- 3.2.1 Management, leadership and decision-making
- 3.2.2 Understanding management decision-making
- 3.2.3 The role and importance of stakeholders
- 3.3.1 Setting marketing objectives
- 3.3.2 Understanding markets and customers
- 3.3.3 Marketing decisions: segmentation, targeting, positioning
- 3.3.4 Using the marketing mix
- 3.4.1 Setting operational objectives
- 3.4.2 Analysing operational performance
- 3.4.3 Increasing efficiency and productivity
- 3.4.4 Improving quality
- 3.4.5 Managing inventory and supply chains

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- 3.5 Decision making to improve financial performance
- 3.6 Decision making to improve human resource performance
- 3.7 Analysing the strategic position of a business
- 3.5.1 Setting financial objectives
- 3.5.2 Analysing financial performance
- 3.5.3 Sources of finance
- 3.5.4 Improving cash flow and profits
- 3.6.1 Setting human resource objectives
- 3.6.2 Analysing human resources performance
- 3.6.3 Improving organisational design and managing the HR flow
- 3.6.4 Improving motivation and engagement
- 3.6.5 Improving employer-employee relations
- 3.7.1 Mission, corporate objectives and strategy
- 3.7.2 Internal position financial ratio analysis
- 3.7.3 Internal position: overall performance
- 3.7.4 External: political and legal change
- 3.7.5 External: economic change
- 3.7.6 External: Social and technological change
- 3.7.7 External: competitive environment
- 3.7.8 Investment appraisal

- 3.8 Choosing strategic direction
- 3.9 Strategic methods: how to pursue strategies
- 3.10 Managing strategic change
- Revision and exam preparation
- 3.8.1 Choosing markets and products
- 3.8.2 Choosing how to compete
- 3.9.1 Assessing a change in scale
- 3.9.2 Assessing innovation
- 3.9.3 Assessing internationalisation
- 3.9.4 Assessing use of digital technology
- 3.10.1 Managing change
- 3.10.2 Managing organisational culture
- 3.10.3 Managing strategic implementation
- 3.10.4 Problems with strategies and why they fail