

AS-Level Business Studies Revision



Topics

1. Introduction to Business

**Accounting and Finance in a
Business Environment**

Topics and Subtopics

Introduction to Business		
Introduction to Business	Enterprise	
	Business Sectors	Primary, secondary, tertiary
	Types of Business	Sole Trader, partnership, Private Limited Company, Public Limited Company, Co operative, Franchise
Business Objectives and Strategy		
Business Objectives and Strategy	Different stakeholder and business objectives	Why do businesses have objectives, do all stakeholders necessarily agree on the objectives and why
	Stakeholders	Owner, employees, customers, suppliers, Gov, community etc
	Business Plan	What is a business plan, who uses it and how
	Risk and Uncertainty	How do businesses measure and why
	Measures of performance: Financial and Non-Financial performance	How do businesses measure performance and why
	Decision Making	
External Influences		
Accounting and Finance within a business environment Finance and Accounting Management Accounting	Sources of finance	Own funds, sell shares, loans, business angels
	Costs revenue and profit	What are they, how do they measure
	Break-Even analysis	What is breakeven, how is it measured.
	Investment appraisal	What is investment appraisal, how is it measured
	Budgets and Variances	Why do businesses budget and what is the variance
	Cash Flow	What is a cash flow, how is it used
	Working Capital	What is it
Marketing		
Marketing within a business environment	Marketing resources	Which resources are needed?
Customer needs	Market Research	What are the different market research methods? Secondary, Primary. What are the advantages and disadvantages?
	Sampling	What are the different sampling methods available? What are the advantages and disadvantages?

	Market Share, Growth and Analysis	Calculating Market share How to increase growth and share of a market.
Marketing Strategy	The Marketing Mix	
	Product	All features, such as: Differentiation USP Value Analysis Product Life Cycle & Extension Strategies Product Positioning & The Product Portfolio The Boston Matrix
	Price	The Factors that affect price Market forces and Price Price elasticity of Demand (PeD) Income Elasticity of Demand (IeD) Cross elasticity of Demand (XeD) Pricing Strategies
	Place	Distribution methods Service marketing
	Promotion	Promotional Methods Above and Below the line Service marketing