

Pre U 2 Business: Course Summary

Class text – BUSINESS STUDIES 2nd Ed, Stimpson & Farquarson

There exists the possibility of presenting for the AS level Business and/or selectivitat Economia de la Empresa.

Note: most of the specification content for AS will have been covered in 1st Bach, so is not specified here, though the style and structure of the AS exam will be developed and practised throughout this programme.

EVALUATION 1

Objectives (What will we study)
Intro to SELE spec and AS/AL possibilities
External Economic Influences Newspaper article - identify issues and review concepts: GDP growth, inflation, unemployment, exchange rates
Break Even review
Project management
FINANCE AND ACCOUNTS Contents of published accounts Review of financial documents Balance sheets
Income statements

EVALUATION 2

Amending accounts (incl. Depreciation) window dressing
Analysis of published accounts – ratios,
Investment appraisal
Intro to strategy: what is strategic management? WHERE ARE WE NOW? Strategic analysis: SWOT, PEST: Ansoff Porter
Boston Matrix, Core competencies

EVALUATION 3

Strategic choice
Strategic implementation Change and resistance to change
Exam practice AS and Selectivitat