

1A Level Business Studies

3.1 What is business?

3.1.1 Understanding the nature and purpose of business

Why businesses exist

Key business objectives:

- To make money
- To provide a service
- Provide employment opportunities
- Fill a gap in the market
- Help the community (social enterprise)
- Be environmentally friendly
- Improve existing products
- Survive

The relationship between mission and objectives

Mission Statement = this provides the overriding goal of a business and the reason for its existence; and a strategic perspective for the business and a vision for the future

Benefits of a good mission statement:

- Clarifies purpose and focus
- Motivates staff and those interested in the business
- Attracts people (such as investors) and resources
- A good public relations tool

Characteristics of a good mission statement:

- Contains a formulation of objectives that enables progress towards them to be measured
- Differentiates the business from its competitors
- Defines the markets or business in which the firm wants to operate
- Is relevant to all major stakeholders – not just shareholders and managers
- Excites, inspires, motivates, and guides – particularly important for employees

Criticisms of mission statements:

- Not always supported by actions of the business
- Often too vague and general
- Views as a public relations exercise
- Sometimes regarded cynically by employees
- Not supported wholeheartedly by senior management

Corporate aims and objectives:

- Mission statement – the overall reason for the business' existence
- Corporate aims – the long term targets and plans to fulfil the mission statement
- Corporate objectives – the medium to long term quantifiable targets to fulfil the mission statement
- Corporate strategy – the actions to be taken by the business to achieve its objectives

Common business objectives

Types of business objectives:

- Ethical – (e.g. completely cruelty free; change packaging to cut down on plastic use; no harmful chemicals used throughout production; reduce waste; environmentally friendly)
- Profit (e.g. increase profit margins; maximise profit)
- Growth (e.g. number of shares (quantifiable) – volume; gain market share; increase number of outlets)
- Survival (e.g. achieve minimum level of sales and sales revenue to ensure costs are met and market share is retained; maintain levels of stock)
- Cash flow (e.g. reduce outflows; increase inflows)
- Social (e.g. support and solutions; enhance brand images and reputation)

A Level Business Studies Revision Notes

Oswaal Editorial Board



A Level Business Studies Revision Notes:

My Revision Notes: Edexcel A-level Business Second Edition Andrew Hammond, 2021-03-15 Our updated approach to revision will help you learn practise and apply your skills and understanding Coverage of key content is combined with practical study tips and effective revision strategies to create a guide you can rely on to build both knowledge and confidence My Revision Notes Edexcel A level Business Second Edition will help you Plan and manage your revision with our topic by topic planner and exam breakdown introduction Develop your subject knowledge by making links between topics for more in depth exam answers Improve subject specific skills with an exam skills checkbox at the end of each chapter Avoid common mistakes and enhance your exam answers with examiner tips Practise and apply your skills and knowledge with exam style questions and frequent questions with answer guidance online Understand key terms you will need for the exam with user friendly definitions and a glossary Build quick recall with bullet pointed summaries at the end of each chapter

Business Studies John Brand, 1998 **AS & A Level Business Studies Through Diagrams** Andrew Gillespie, 2001 *Cambridge International AS and A Level Business Studies Revision Guide* Peter Stimpson, Peter Joyce, 2013-08-19 Cambridge International AS and A Level Business Studies Revision Guide has been designed specifically to meet the requirements of the Cambridge syllabus

A Level Business Studies David Floyd, 1997 This text on business studies is one of a series of study guides for A Levels and Scottish Higher Grade which are designed for use throughout the course as a supplement to studies at school or college and as revision guides for the final approach to the exams The focus is on the knowledge and techniques needed to pass with the best possible grades and there is practical guidance on studying revising course work and exam preparation Exam questions are included for each topic and a test run section incorporates a progress test and a mock exam with answers

Business Review, 2002 *Teaching Business Education 14-19* Martin Jephcote, Ian Abbott, 2013-09-05 Written in association with the EBEA this authoritative text provides a comprehensive and insightful study of current curriculum development and classroom practice with business education Up to date practical and covering the very latest issues it presents Advice on planning courses and managing the curriculum The latest developments in 14 19 Guidance on the emerging work related curriculum A focus on key topics such as enterprise education e learning and citizenship A teacher reviewed annotated resource guide of text based and web based resources

Enhancing Teaching and Leadership Initiatives With Teacherpreneurs: Emerging Research and Opportunities Epler, Pam, 2019-11-01 There are three types of teacherpreneurs classroom business and consultant teacherpreneurs Classroom teacherpreneurs inspire and motivate students to be the best they can be using outside resources business teacherpreneurs teach students to become entrepreneurs and consultant teacherpreneurs are usually former teachers who own a consulting business and go into schools to assist with improving academics Each plays an important and different role within the educational system in the United States and one without the other would not assist students in gaining academic success These individuals are the

mainstay of educational systems and without them school systems would fail Enhancing Teaching and Leadership Initiatives With Teacherpreneurs Emerging Research and Opportunities is a critical scholarly resource that explores the characteristics and models of a teacherpreneur their advantages and disadvantages and examines how they can be used by current classroom teachers and school administrators to improve and enhance the teaching profession Featuring a wide range of topics such as curriculum design student outcomes and ethics this book is essential for teachers educational consultants school administrators academicians researchers and students

My Revision Notes: Edexcel A-level Business Andrew Hammond,2017-12-18 Exam Board Edexcel Level AS A level Subject Business First Teaching September 2015 First Exam June 2016 Target success in Edexcel A level Business with this proven formula for effective structured revision key content coverage is combined with exam style tasks and practical tips to create a revision guide that students can rely on to review strengthen and test their knowledge With My Revision Notes every student can Plan and manage a successful revision programme using the topic by topic planner Consolidate subject knowledge by working through clear and focused content coverage Test understanding and identify areas for improvement with regular Now Test Yourself tasks and answers Improve exam technique through practice questions expert tips and examples of typical mistakes to avoid Get exam ready with extra quick quizzes and answers to the practice questions available online *Oswaal NTA CUET (UG) | Question Bank Chapterwise & Topicwise Business Studies For 2024 Exam* Oswaal Editorial Board,2023-11-18 Description of the product Strictly as per the Latest Exam Pattern issued by NTA 100% Updated with 2023 Exam Paper Previous Years Questions 2021 2023 for better Exam insights Revision Notes for Crisp Revision with Smart Mind Maps Concept Videos for complex concepts clarity 800 Questions for Extensive Practice A-level Economics Ray Powell,1996 This revised Economics A Level study guide is intended to give students the best possible chance of success It is designed for use both throughout the course as a supplement to studies and as a revision guide for the final approach to examinations The focus of the book is on the techniques needed to pass with the best possible grades

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Computing P. M. Heathcote,K. R. Bond,1997 This text on computing is one of a series of study guides for A Levels and Scottish Higher Grade which are designed for use throughout the course as a supplement to studies at school or college and as revision guides for the final approach to the exams The focus is on the knowledge and techniques needed to pass with the best possible grades and there is practical guidance on studying revising course work and exam preparation Exam questions are included for each topic and a test run section incorporates a progress

test and a mock exam with answers *AS in a Week: Biology* Jim Sharpe,2000-07 AS level in a Week Biology aims to offer a timed revision programme to ensure the student s revision remains focused on exactly what they need to know It is colour coded throughout to provide clear structure to the revision course and should be useful for time pressed students working to tight deadlines Core content is reinforced with self test questions revision tips and exam practice **The British National Bibliography** Arthur James Wells,2006 *Passing Business Studies a Level* Mark Ashley,Eva Strauss,1995 Revision notes for A level business studies Harvard Business Studies Clarence Bertrand Thompson,1917 *Michigan Business Studies* University of Michigan. Bureau of Business Research,1957 **As/A-Level Business Studies** Malcolm Surridge,2003 Exam Revision Notes provide students with the perfect foundation for successful revision The core topics common to the main AS A level specifications are covered in the form of concise and highly relevant notes This helps students to identify the areas they need to revise allowing them time to develop the higher level skills of analysis and evaluation The Notes are accompanied by short commentaries that develop key points identify common pitfalls and offer advice for tackling each topic Studies in Business Administration ,1929

The Top Books of the Year A Level Business Studies Revision Notes The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous engrossing novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have captivated audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This touching tale of love, loss, and resilience has gripped readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Uncover the Best : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This captivating historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. A Level Business Studies Revision Notes : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Pape, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and suspenseful novel that will keep you guessing until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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