

LEARNING JOURNEY

Business

Analysing the strategic position of a business

Y12 Functional areas of business and decision-making

Mission, corporate objectives & strategy

Analysing the internal position of a business: financial ratio analysis

Analysing the internal position of a business: overall performance

Analysing the external environment: political & legal change

Analysing the external environment: economic change

VOCABULARY:
SWOT analysis, efficiency/liquidity ratios, gearing, Elkington's TBL, Kaplan & Norton Balanced Scorecard, fiscal & monetary policy, protectionism, emerging economies, Carroll's CSR pyramid, migration, urbanisation, Porter's 5 Forces, payback, NPV

TUDOR HABITS AND VALUES

The study of CSR will allow you to appreciate how an increasing number of businesses are placing ethics at the forefront of their business decision making. You will study the principles of greenwashing and how acting with integrity and being truthful impacts on business operations and performance.

Analysing the external environment: social & technological change

Analysing the external environment: the competitive environment

Analysing strategic options: investment appraisal

You will build on the content learnt in Y12 where you will consider how mission, aims, objectives and strategy interlink. From this you will understand how businesses can review their performance in light of all functional areas rather than just analysing the financial aspects, highlighting the widespread move away from short-termist decisions.

The external environment will then be analysed through studying each aspect of a PEST analysis. This analysis will be linked to SWOT and how changes in the external environment may result in opportunities for some business and threats to others. You will understand how business decision making will be influenced by these external factors, as well as the competitive environment.

From reviewing these external factors as well as the internal factors of SWOT, you will discover how investment decisions can be made based on both analysis of both qualitative and quantitative data.