

## A2 BUSINESS STUDIES REVISION: BUSS 4 Summer Term 2010

Make sure that you understand and can define the key terms listed below. For EACH topic area you should be able to discuss AT LEAST ONE case study. Keep in mind how the topics relate to the **Research Themes** on the Recent Recession:

- *how the recession can create opportunities and threats for business and industries;*
- *long term strategies and short term plans adopted by business in the recession;*
- *factors influencing the strategies businesses adopt in the recession; strategies that businesses could have adopted to prepare for the recession;*
- *possible impact of the recession on stakeholders and on relationships between business and their stakeholders;*
- *the case for and against different businesses and industries receiving government financial support during the recession*

and use the examples we have looked at in class, (ie British Airways, Tesco's, Dominos, Service Power, Brompton Cycles, Corus ),as well as your own research. Many of the case studies will branch over several of the concepts and topics.

TOPIC AREA	KEY TERMS (space for your definitions)	RELEVANT CASE STUDY AND APPLICATION
Corporate Aims & Objectives	Corporate Aims Corporate objectives	
Mission statements	Mission statement	
Corporate strategies	Corporate strategy	
Stakeholders	Stakeholder	
Economic Influences	Macro-economic factors Business Cycle	

	<p>Interest rates</p> <p>Exchange rates</p> <p>Inflation</p> <p>Unemployment</p> <p>Economic growth</p>	
Globalisation	Globalisation	
Emerging markets	<p>Emerging markets</p> <p>International competitiveness</p>	
Government intervention and policies	<p>Monetary policy</p> <p>Fiscal policy</p> <p>Supply-side policy</p> <p>Subsidies</p>	
Political decisions	<p>European Union</p> <p>Euro Zone</p> <p>Trade</p> <p>World Trade Organisation</p> <p>Freedom of Trade</p>	
Legislation	<p>Consumer protection</p> <p>Employment law</p> <p>Health and safety</p>	

Social environment	Demographics Social costs Social benefits	
Ethical environment	Business Ethics Ethical environment Ethical code	
Technological change	Technological change E-commerce	
Competitive environment	Monopoly Oligopoly Perfect Competition	
Internal causes of change	Organic growth External growth Vertical integration Horizontal integration Conglomerate integration Synergy Takeover Retrenchment	
Planning for change	Contingency planning	

<p>Leadership and change</p>	<p>Authoritarian          Paternalistic          Laissez-faire          Democratic          Hard management          Soft management          Bureaucracy</p>	
<p>Organisational culture</p>	<p>Organisational culture          Power culture          Role culture          Task culture          Person culture          Entrepreneurial culture</p>	
<p>Strategic decisions</p>	<p>Strategic decision          Scientific decision-making          Tactical decision          Intuitive approach          Hunch</p>	
<p>Implementing and planning change</p>	<p>Change management          Project champion          Project groups</p>	

## BUSS4 ESSAY TECHNIQUE:

Effective essays include well written paragraphs that focus on the question set. Each paragraph should make one relevant point to the appropriate depth of content, application, analysis and evaluation:

- explain the importance of the topic and the issues raised, including current researched examples;
- link the topic/issue raised to a relevant business theory or model;
- illustrate causes, affects and effects on the business;
- examine advantage and disadvantages to the business;
- analyse the extent to which your argument is based on data, facts or opinion. How reliable is the data?
- evaluate the importance of your argument to the business aims and objectives;
- consider what your evaluation depends on, (internal vs. external factors).