

AQA AS Business – Unit 2

REVISION CHECKLIST

	Covered	Happy
FINANCE		
Using Budgets		
Benefits and drawbacks of using budgets		
Calculation of variances		
Using variances to help decision-making		
Improving Cash Flow		
Causes of cash flow problems		
Methods of improving cash flow		
Measuring and increasing profit		
Calculation & understanding net profit margins		
Calculation & understanding return on capital		
Methods of improving profits / profitability		
Distinction between cash and profit		
PEOPLE IN BUSINESS		
Improving organisational structures & workforce effectiveness		
Key elements of organisational structure		
Workforce roles		
How organisational structure affects business performance		
Methods of measuring workforce performance		
Developing an effective workforce		
The recruitment process		
Internal & external recruitment		
Selecting the best employees		
How recruitment & selection can improve a workforce		
Methods of training		
Motivating employees		
Financial methods of motivation		
Improving job design		
Empowering employees		
Working in teams		
Theories of motivation		

OPERATIONS MANAGEMENT		
Making operational decisions		
Operational targets		
Calculating and managing capacity utilisation		
Non-standard orders & matching production and demand		
Quality & working with suppliers		
Meaning of quality		
Quality control v quality assurance		
Systems of quality assurance & quality standards		
Choosing effective suppliers + role of suppliers in improving operations		
Customer service & technology		
Methods of meeting customer expectations		
Monitoring and improving customer service		
Benefits of high levels of customer service		
Types of technology in operations management		
Issues in introducing and updating technology		
MARKETING & COMPETITIVE ENVIRONMENT		
Introduction to Marketing		
Purpose of marketing		
Niche and mass marketing		
Influences on the marketing mix		
Product		
Influences on development of new goods and services		
Unique selling points		
Product portfolio analysis		
Product life cycle		
Promotion		
Elements of promotional mix + influences on the choice		
Pricing		
Pricing strategies & tactics		
Influences on pricing decisions		
Place		
Choosing appropriate outlets / distributors		
Types of distribution channels		
Marketing and Competitiveness		
Impacts of market conditions and degree of competition		
Determinants of competitiveness		
Methods of improving competitiveness		