

**AQA GCE Business Studies**

**BUSS4- Managing a Business**

# **EXAM PAPER TOPIC TRACKER**

**Keep track of which topics have been examined in the real papers for BUSS4**

**tutor2u** 

	Jan 2010	June 2010	Jan 2011
<b>CORPORATE AIMS AND OBJECTIVES</b>			
<b>Understanding Mission Aims and Objectives</b> <ul style="list-style-type: none"> <li>• Mission statements</li> <li>• Corporate aims and objectives</li> <li>• Corporate strategies</li> <li>• Differing stakeholder perspectives.</li> </ul>			<b>Case Study: Dominos Pizza</b> To what extent can a recession improve relations between a business and its stakeholders?
<b>ASSESSING CHANGES IN THE BUSINESS ENVIRONMENT</b>			
<b>Relationship between Businesses &amp; Economic Environment</b> <ul style="list-style-type: none"> <li>• assessing the effects of the following factors on business organisations:                             <ul style="list-style-type: none"> <li>- impact of economic factors</li> <li>- trends in key economic variables</li> <li>- globalisation of markets</li> <li>- developments in emerging markets</li> </ul> </li> <li>• evaluating the strategies businesses might deploy in response to these changes</li> </ul>	<b>Case study: Sony</b> Is a business strategy of targeting emerging markets a good one? To what extent is low income per person a barrier to achieving success through expansion into emerging markets? To what extent have recent changes in the UK economy damaged the long-term profitability of businesses? (Sect B)	<b>Case Study: Motor Industry</b> To what extent do you think that cutting costs is the best strategy for businesses to adopt in a recession? To what extent do you think that the UK motor industry deserves government financial support more than other industries?	<b>Case Study: Dominos Pizza</b> To what extent do you think that the amount of profits earned by a business in a recession depends entirely on the industry in which it operates? To what extent can a recession improve relations between a business and its stakeholders?
<b>Relationship between Businesses &amp; Political/Legal Environment</b> <ul style="list-style-type: none"> <li>• assessing the effects of:                             <ul style="list-style-type: none"> <li>- government intervention in the economy</li> <li>- government economic policies</li> <li>- political decisions affecting trade and access to markets</li> <li>- the impact of legislation relating to businesses</li> </ul> </li> </ul>			

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<ul style="list-style-type: none"> <li>evaluating responses of businesses to a changing political and legal environment</li> </ul>			
<p><b>Relationship between Businesses and the Social Environment</b></p> <ul style="list-style-type: none"> <li>assessing the effects of:                             <ul style="list-style-type: none"> <li>changes in the social environment</li> <li>the changing nature of the ethical environment</li> </ul> </li> <li>evaluating responses of businesses to a changing social environment including corporate social responsibility</li> </ul>			<p><b>Case study: Demographic change</b></p> <p>Future demographic change in the UK will include growth in the overall population and a further increase in the proportion of the population aged over 55. To what extent does demographic change in the UK represent more of an opportunity than a threat to UK businesses?</p>
<p><b>Relationship between Businesses and the Technological Environment</b></p> <ul style="list-style-type: none"> <li>assessing the effects of technological change</li> <li>evaluating the response of businesses to technological change</li> </ul>			<p><b>Case Study: E-Business</b></p> <p>Greater access to the internet has enabled buyers to search more easily for information about potential suppliers of goods and services. This has significantly affected many industries, such as insurance, banking, retailing and travel. To what extent do you think that increased internet usage inevitably reduces producers' profits?</p>
<p><b>Relationship between Businesses and the Competitive Environment</b></p> <ul style="list-style-type: none"> <li>assessing the effects of changes in competitive structure</li> <li>evaluating responses of businesses to a changing competitive environment</li> </ul>		<p><b>Case Studies: Nestle, Danone, Coca-Cola</b></p> <p>What do you think is the best strategy for existing businesses to adopt in response to the entry of a new large competitor?</p>	

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<b>MANAGING CHANGE</b>			
<b>Internal Causes of Change</b> <ul style="list-style-type: none"> <li>• change in organisational size</li> <li>• new owners/leaders</li> <li>• poor business performance</li> </ul>			<b>Case study: Virgin &amp; leadership succession</b> Richard Branson set up the first Virgin music store in 1971 and is well known for his entrepreneurial approach. The Virgin group now includes many different organisations, such as an airline, a train company and a mobile phone business. To what extent will the performance of a business such as Virgin inevitably decline after the retirement of its founder?
<b>Planning for Change</b> <ul style="list-style-type: none"> <li>• purpose of corporate plans</li> <li>• assessing internal and external influences on corporate plans</li> <li>• assessing the value of corporate plans</li> </ul>			
<b>Influences on the Change Process - Leadership</b> <ul style="list-style-type: none"> <li>• the meaning of leadership</li> <li>• the range of leadership styles</li> <li>• assessing internal and external factors influencing leadership style</li> <li>• the role of leadership in managing change</li> <li>• assessing the importance of leadership</li> </ul>	<b>Case study Steve Jobs (Apple)</b> How easy is it for a Chief Executive to change a struggling business into a more successful one?	<b>Case Study BP</b> How easy do you think it is for a new chief executive to change the culture of an organisation quickly? (see also culture & managing change)	
<b>Influences on the Change Process – Culture</b> <ul style="list-style-type: none"> <li>• types of organisational culture</li> <li>• reasons for and problems of changing</li> </ul>	<b>Case study: Intel</b> To what extent can an innovative culture be relied upon to guarantee the future success of a business?	<b>Case Study BP</b> How easy do you think it is for a new chief executive to change the culture of an organisation quickly?	

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organisational culture • assessing the importance of organisational culture		(see also leadership & managing change)	
<b>Making Strategic Decisions</b> • the significance of information management • the value of different approaches to decision-making • assessing influences on corporate decision-making		<b>Case studies: Microsoft / M&amp;S</b> What do you think are the main reasons for big businesses sometimes making bad decisions?	
<b>Implementing and Managing Change</b> • techniques to implement and manage change successfully • assessing the factors that promote and resist change		<b>Case Study BP</b> How easy do you think it is for a new chief executive to change the culture of an organisation quickly? (see also leadership and culture)	

Shaded areas indicate questions based on the Section A pre-released Research Task