



EDEXCEL A-LEVEL BUSINESS REVISION CHECKLIST

Topic	Notes/ covered	Happy/ done
Theme 1		
Meeting customer needs		
Mass and niche markets		
Dynamic markets		
How competition affects the market		
Difference between risk and uncertainty		
Primary and secondary market research		
Sample size and bias		
Market mapping		
Competitive advantage		
Product differentiation and adding value		
Market		
Factors that lead to a change in demand		
Factors that lead to a change in supply		
Interaction of supply and demand		
Price elasticity of demand		
Income elasticity of demand		
Marketing mix and strategy		
Design mix		
Branding and promotion		
Pricing strategies		
Distribution channels		
The product lifecycle and extension strategies		
Boston matrix		
B2B and B2C marketing		
Managing people		
Flexible workforce		
Difference between dismissal and redundancy		
Employer/ employee relations		
Recruitment and selection		
Types of training; induction, on the job, off the job		

Topic	Notes/ covered	Happy/ done
Organisational structures		
Motivational theory; Taylor, Mayo, Maslow and Herzberg		
Financial and non-financial methods of motivation		
Leadership and leadership styles		
Entrepreneurs and leaders		
Role of an entrepreneur		
Skills and characteristics of an entrepreneur		
Reasons why people set up businesses		
Business objectives		
Forms of business		
Opportunity cost		
Theme 2		
Raising finance		
Internal and external finance		
Limited and unlimited liability		
Business planning		
Cash-flow forecasting		
Sales forecasting		
Calculating sales, revenue and costs		
Break-even		
Budgets and variance analysis		
Managing finance		
Profit and calculation of gross, operating and net profit		
Measuring profitability		
Difference between cash flow and profit		
Measuring and improving liquidity		
Working capital		
Internal and external causes of business failure		
Resource Management		
Methods of production; job, batch, flow and cell		
Productivity and efficiency		
Capacity utilisation		
Stock control		

Topic	Notes/ covered	Happy/ done
Interpretation of stock control diagrams		
Just-in-time		
Quality		
Difference between quality control and quality assurance		
External influences		
Inflation		
Exchange rates		
Interest rates		
Taxation		
Business cycle		
Legislation		
Competition and market size		
Theme 3		
Business objectives and strategy		
Corporate Objectives		
Theories of corporate strategy		
SWOT analysis		
Impact of external influences		
Business growth		
Growth		
Mergers and takeovers		
Organic growth		
Reasons for staying small		
Marketing mix and strategy		
Quantitative sales forecasting		
Investment appraisal		
Decision trees		
Critical path analysis		
Influences on business decisions		
Corporate influences		
Corporate culture		
Shareholder versus stakeholder		
Business Ethics		

Topic	Notes/covered	Happy/done
Assessing Competitiveness		
Interpretation of financial statements		
Ratio analysis		
Human resources		
Managing change		
Causes and effects of change		
Key factors in change		
Scenario planning		
Theme 4		
Globalisation		
Growing economies		
International trade and business growth		
Factors contributing to increased globalisation		
Protectionism		
Trading blocs		
Global markets and business expansion		
Conditions that prompt trade		
Assessment of a country as a market		
Assessment of a country as a production location		
Reasons for global mergers and joint ventures		
Global competitiveness		
Global marketing		
Marketing		
Niche markets		
Cultural/ social factors		
Global industries and companies (multinational corporations)		
The impact of MNC's		
Ethics of MNC's		
Controlling MNC's		