

# A-Level Business (Edexcel)

## Module 1

**Topic Title:** Meeting customer needs & Raising finance

**Brief Summary of Content Studied:**

The market | Market research | Market positioning & Internal and External finance | Liability | Planning

**Knowledge Organiser:**

[https://docs.google.com/document/d/15m32Abe8RsZHm3\\_wCUq\\_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing](https://docs.google.com/document/d/15m32Abe8RsZHm3_wCUq_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing)

**Other resources and reading:**

<https://www.youtube.com/channel/UCIIJ4pk3uzyWoeoBkGs0hxQ>

## Module 2

**Topic Title:** The market & financial planning

**Brief Summary of Content Studied:**

Demand | Supply | Markets | Price elasticity of demand | Income elasticity of demand & Sales forecasting | Revenues and cost | Break-even | Budgets

**Knowledge Organiser:**

[https://docs.google.com/document/d/15m32Abe8RsZHm3\\_wCUq\\_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing](https://docs.google.com/document/d/15m32Abe8RsZHm3_wCUq_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing)

**Other resources and reading:**

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## Module 3

**Topic Title:** Marketing mix strategy & managing finance

**Brief Summary of Content Studied:**

Product / service design | Branding and promotion | Pricing strategies | Distribution | Marketing strategy & Profit | Liquidity | Business failure

**Knowledge Organiser:**

[https://docs.google.com/document/d/15m32Abe8RsZHm3\\_wCUq\\_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing](https://docs.google.com/document/d/15m32Abe8RsZHm3_wCUq_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing)

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## Module 4

**Topic Title:** Making a business effective

**Brief Summary of Content Studied:**

Ownership and liability | Franchising | Business location | Marketing mix | Business plans

**Knowledge Organiser:**

[https://docs.google.com/document/d/15m32Abe8RsZHm3\\_wCUq\\_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing](https://docs.google.com/document/d/15m32Abe8RsZHm3_wCUq_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing)

**Other resources and reading:**

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## Module 5

**Topic Title:** Managing people & resource management

**Brief Summary of Content Studied:**

Approaches to staffing | Recruitment, selection and training | Organisational design | Motivation in theory and practice | Leadership & Production | Capacity utilisation | Stock control | Quality management

**Knowledge Organiser:**

[https://docs.google.com/document/d/15m32Abe8RsZHm3\\_wCUq\\_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing](https://docs.google.com/document/d/15m32Abe8RsZHm3_wCUq_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing)

**Other resources and reading:**

<https://www.youtube.com/channel/UCIIJ4pk3uzyWoeoBkGs0hxQ>

## Module 6

**Topic Title:** Entrepreneurial leaders & external influences

**Brief Summary of Content Studied:**

Entrepreneurship | Business objectives | Forms of business | Business choices | Moving from entrepreneur to leader & Economic influences | Legislation | The competitive environment

**Knowledge Organiser:**

[https://docs.google.com/document/d/15m32Abe8RsZHm3\\_wCUq\\_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing](https://docs.google.com/document/d/15m32Abe8RsZHm3_wCUq_C7-tEnx5gEaozMAo1WUSu3A/edit?usp=sharing)

**Other resources and reading:**

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