

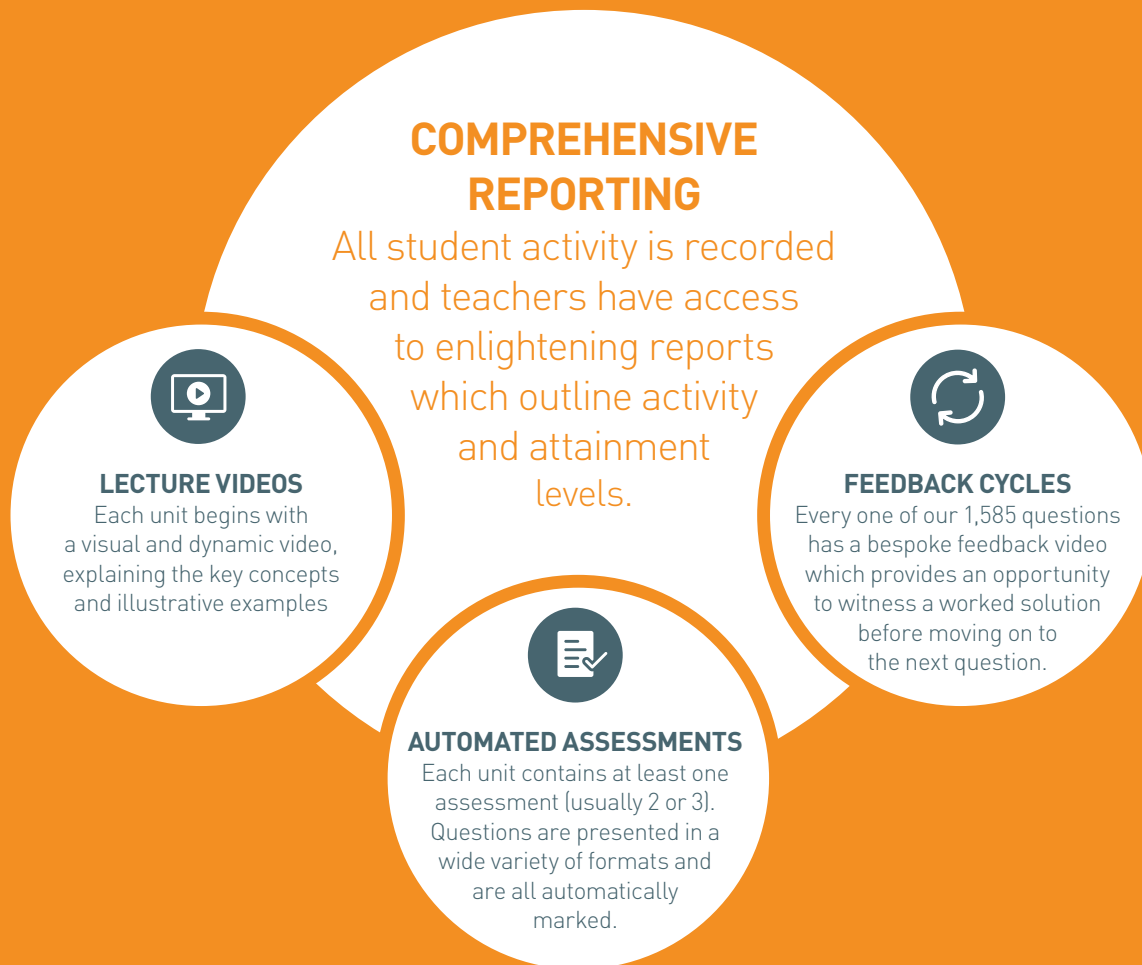
EZY BUSINESS

FOR STUDENTS STUDYING
FOR EXAMINATIONS BY
THE **AQA** AND **EDEXCEL**
EXAM BOARDS

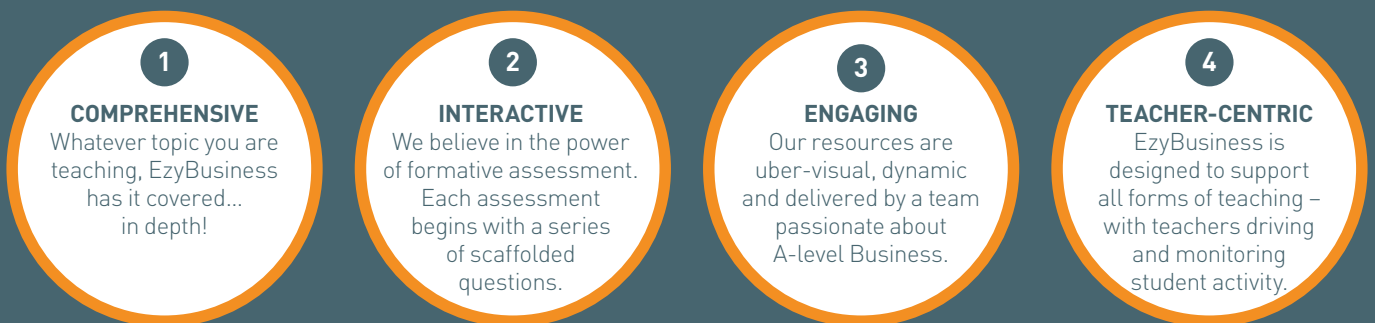
A-LEVEL COURSE GUIDE

EzyBusiness covers both AQA and Edexcel exam boards and provides full syllabus content coverage.

OUR MODEL



WHEN CREATING EZYBUSINESS, WE WANTED EVERY VIDEO AND ASSESSMENT TO ADHERE TO 4 KEY PRINCIPLES:



POTENTIAL USES

EzyBusiness is designed to put teachers in charge and be used to support a wide variety of approaches. Here are just some examples:



AUTOMATED ASSESSMENTS

With over 70 assessments, covering the entire course, you can set plenty of work every week as you teach the syllabus.



FLIPPED LEARNING

Use EzyBusiness to support flipped classrooms and blended learning. Know for sure whether or not students have completed their preparations.



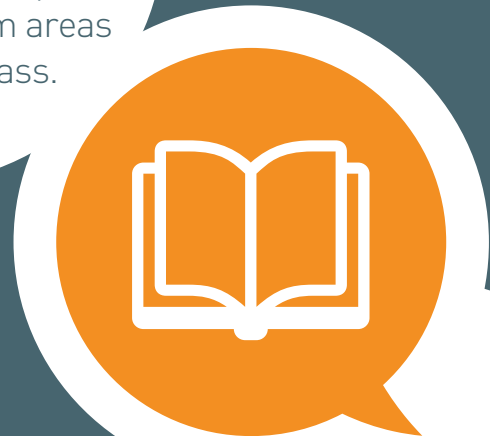
MONITORING & INTERVENTION

Use our comprehensive reports to monitor student completion and identify problem areas to focus on in class.



PARENTS' EVENINGS

Print off our automated reports and hand them out at Parents' Evenings. Easy to evidence student effort and attainment levels.



REVISION TOOL

EzyBusiness is the ideal revision tool. When exams approach, students have 24/7 access to resources covering every single topic in depth.

BUSINESS – COURSE OUTLINE

SECTION 1 BUSINESS BASICS

SECTION 2 MARKETING

Y	= AS Level
L	= Lecture
A	= Assessment
Exam Board	
AQ	= AQA
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Module 1 The Nature and Purpose of Businesses

BB1.1.1	Why Do Businesses Exist?	L	AQ ED	Y
BB1.1.2	Different Business Forms	L	AQ ED	Y
BB1.1a	Business Forms	A	AQ ED	Y
BB1.2	Stakeholders and Shareholders	L	AQ ED	Y
BB1.2a	Stakeholders and Shareholders	A	AQ ED	Y

Module 2 The Business Environment

BB2.1.1	Demand	L	AQ ED	Y
BB2.1.2	Supply	L	AQ ED	Y
BB2.1.3	Markets	L	AQ ED	Y
BB2.1.4	Opportunity Costs and Trade Offs	L	AQ ED	Y
BB2.1a	Demand, Supply and Markets	A	AQ ED	Y
BB2.2	The External Environment (PESTLE)	L	AQ ED	Y
BB2.2a	The External Environment (PESTLE)	A	AQ ED	Y

Module 3 Mission, Corporate Objectives and Strategy

BB3.1.1	Influences on Mission and Objectives	L	AQ ED	
BB3.1.2	Theories on Corporate Strategies	L	AQ ED	
BB3.1.3	The Value of SWOT Analysis	L	AQ ED	
BB3.1a	Mission, Corporate Objectives and Strategy	A	AQ ED	
BB3.2.1	Short-Term vs. Long-Term	L	AQ ED	
BB3.2.2	Corporate Culture	L	AQ ED	
BB3.2.3	Business Ethics and CSR	L	AQ ED	
BB3.2a	Influences on Business Decisions	A	AQ ED	
BB3.3.1	Expansion and Retrenchment	L	AQ ED	
BB3.3.2	Types of Growth and Retrenchment Strategies	L	AQ ED	
BB3.3.3	Evaluating Growth	L	AQ ED	
BB3.3.4	Greiner's Model of Growth	L	AQ ED	
BB3.3a	Business Growth	A	AQ ED	

Module 1 Marketing Objectives and Markets

M1.1.1	Marketing Objectives	L	AQ ED	Y
M1.1.2	Influences on Marketing Objectives	L	AQ ED	Y
M1.1a	Marketing Objectives	A	AQ ED	Y
M1.2	Marketing Research	L	AQ ED	Y
M1.2a	Marketing Research	A	AQ ED	Y
M1.3.1	Sampling	L	AQ ED	Y
M1.3.2	Interpreting Marketing Data	L	AQ ED	Y
M1.3a	Marketing Data	A	AQ ED	Y
M1.4	The Value of Technology	L	AQ ED	Y
M1.4a	Marketing Technology	A	AQ ED	Y
M1.5.1	Price Elasticity of Demand	L	AQ ED	Y
M1.5.2	Income Elasticity of Demand	L	AQ ED	Y
M1.5a	Price and Income Elasticity of Demand	A	AQ ED	Y

SECTION 3 OPERATIONS

Module 2 Positioning and the Marketing Mix				
M2.1.1	Segmentation, Targeting and Positioning	L	AQ ED	Y
M2.1.2	Segmentation, Targeting and Positioning in Practice	L	AQ ED	Y
M2.1a	Segmentation, Targeting and Positioning	A	AQ ED	Y
M2.2.1	Introduction to the Marketing Mix	L	AQ ED	Y
M2.2.2	Product	L	AQ ED	Y
M2.2.3	Price	L	AQ ED	Y
M2.2a	Product and Price	A	AQ ED	Y
M2.3.1	Promotion	L	AQ ED	Y
M2.3.2	Place	L	AQ ED	Y
M2.3.3	People, Process and Physical Environment	L	AQ ED	Y
M2.3a	Promotion, Place, People, Process and Physical Env.	A	AQ ED	Y
M2.4	Integrating and Applying the Marketing Mix	L	AQ ED	Y
M2.4a	The Marketing Mix in Practice	A	AQ ED	Y
M2.5	Digital Marketing and E-commerce	L	AQ ED	Y
M2.5a	Digital Marketing and E-commerce	A	AQ ED	Y
Module 3 Strategic Positioning				
M3.1.1	Ansoff Matrix	L	AQ ED	
M3.1.2	Porter's Strategies and Bowman's Strategic Clock	L	AQ ED	
M3.1a	Markets and Products	A	AQ ED	
M3.2	Strategic Positioning and Competitive Advantage	L	AQ ED	
M3.2a	Strategic Positioning and Competitive Advantage	A	AQ ED	
M3.3	Global Marketing Strategy	L	ED	
M3.3a	Global Marketing Strategy	A	ED	

Module 1 Operational Objectives and Performance				
O1.1	Operational Objectives	L	AQ ED	Y
O1.1a	Operational Objectives	A	AQ ED	Y
O1.2.1	Labour Productivity and Efficiency Data	L	AQ ED	Y
O1.2.2	Analysing Labour Productivity and Efficiency	L	AQ ED	Y
O1.2a	Labour Productivity and Efficiency	A	AQ ED	Y
O1.3.1	Capacity Data	L	AQ ED	Y
O1.3.2	Analysing Capacity	L	AQ ED	Y
O1.3a	Capacity Data	A	AQ ED	Y
O1.4.1	Lean Production	L	AQ ED	Y
O1.4.2	Technology in Operations	L	AQ ED	Y
O1.4a	Lean Production and Technology	A	AQ ED	Y
Module 2 Quality, Inventory and Supply Chains				
O2.1.1	The Importance of Quality	L	AQ ED	Y
O2.1.2	Quality Control	L	AQ ED	Y
O2.1.3	Quality Assurance	L	AQ ED	Y
O2.1.4	Other Quality Initiatives	L	AQ ED	Y
O2.1a	Quality	A	AQ ED	Y
O2.2.1	Supply Chain Management	L	AQ ED	Y
O2.2.2	Inventory Controls	L	AQ ED	Y
O2.2.3	Inventory Control Charts	L	AQ ED	Y
O2.2.4	The Value of Outsourcing	L	AQ ED	Y
O2.2a	Inventory and Supply Chains	A	AQ ED	Y

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Module 1 Managing People

HR1.1.1	Human Resources Objectives	L	AQ ED	Y
HR1.1.2	Human Resources Approaches	L	AQ ED	Y
HR1.1a	HR Objectives and Approaches	A	AQ ED	Y
HR1.2.1	Approaches to Staffing	L	AQ ED	Y
HR1.2.2	Recruitment, Selection and Training	L	AQ ED	Y
HR1.2.3	Employee Involvement in Decision Making	L	AQ ED	Y
HR1.2.4	Managing Employer-Employee Relations	L	AQ ED	Y
HR1.2a	Staffing	A	AQ ED	Y
HR1.3.1	Theories of Motivation	L	AQ ED	Y
HR1.3.2	Motivation in Practice	L	AQ ED	Y
HR1.3.3	Choosing Between Different Methods	L	AQ ED	Y
HR1.3a	Motivation	A	AQ ED	Y

Module 2 Management, Leadership and Entrepreneurship

HR2.1	The Role of Managers	L	AQ ED	Y
HR2.1a	The Role of Managers	A	AQ ED	Y
HR2.2.1	Types of Management and Leadership Styles	L	AQ ED	Y
HR2.2.2	Evaluating Management and Leadership Styles	L	AQ ED	Y
HR2.2a	Management and Leadership Styles	A	AQ ED	Y
HR2.3.1	The Role of an Entrepreneur	L	AQ ED	Y
HR2.3.2	Entrepreneurial Motives and Characteristics	L	AQ ED	Y
HR2.3.3	Moving from Entrepreneur to Leader	L	AQ ED	Y
HR2.3a	Entrepreneurship	A	AQ ED	Y

Module 3 Organisational Design and HR Performance

HR3.1.1	Job Design	L	AQ ED	Y
HR3.1.2	Organisational Design	L	AQ ED	Y
HR3.1.3	Influences on Job and Organisational Design	L	AQ ED	Y
HR3.1a	Job and Organisational Design	A	AQ ED	Y
HR3.2.1	Human Resources Flow	L	AQ ED	Y
HR3.2.2	Human Resources Planning	L	AQ ED	Y
HR3.2a	Human Resources Flow and Planning	A	AQ ED	Y
HR3.3.1	Calculating HR Data	L	AQ ED	Y
HR3.3.2	Using and Interpreting HR Data	L	AQ ED	Y
HR3.3a	Human Resources Data	A	AQ ED	Y

SECTION 5 FINANCE AND ACCOUNTING

Module 1 Finance and Accounting Foundations				
FA1.1.1	Introduction to Financial Objectives	L	AQ ED	Y
FA1.1.2	Influences on Financial Objectives	L	AQ ED	Y
FA1.1a	Introduction to Financial Objectives	A	AQ ED	Y
FA1.2	Revenue	L	AQ ED	Y
FA1.2a	Revenue	A	AQ ED	Y
FA1.3	Costs	L	AQ ED	Y
FA1.3a	Costs	A	AQ ED	Y
FA1.4	Profit	L	AQ ED	Y
FA1.4a	Profit	A	AQ ED	Y
FA1.5.1	Introduction to Cash Flow	L	AQ ED	Y
FA1.5.2	Cash Flow Statements and Forecasts	L	AQ ED	Y
FA1.5.3	Analysing Cash Flow	L	AQ ED	Y
FA1.5.4	Managing Cash Flow	L	AQ ED	Y
FA1.5a	Cash Flow	A	AQ ED	Y
Module 2 Budgeting, Break-Even and Profitability				
FA2.1.1	Budgeting	L	AQ ED	Y
FA2.1.2	Variance Analysis	L	AQ ED	Y
FA2.1a	Budgeting	A	AQ ED	Y
FA2.2.1	Introduction to Break-Even	L	AQ ED	Y
FA2.2.2	Break-Even Charts	L	AQ ED	Y
FA2.2.3	Analysing Break-Even	L	AQ ED	Y
FA2.2a	Break-Even	A	AQ ED	Y
FA2.3.1	Profit and Profitability	L	AQ ED	Y
FA2.3.2	Analysing Profitability	L	AQ ED	Y
FA2.3a	Profit and Profitability	A	AQ ED	Y

Module 3 Sources of Finance				
FA3.1.1	Introduction to Raising Finance	L	AQ ED	Y
FA3.1.2	Internal Sources of Finance	L	AQ ED	Y
FA3.1.3	External Sources of Finance	L	AQ ED	Y
FA3.1a	Raising Finance	A	AQ ED	Y
FA3.2	Short and Long-Term Finance	L	AQ ED	Y
FA3.2a	Short and Long-Term Finance	A	AQ ED	Y
Module 4 Financial Statements and Ratios				
FA4.1.1	The Balance Sheet	L	AQ ED	
FA4.1.2	Analysing the Balance Sheet	L	AQ ED	
FA4.1a	The Balance Sheet	A	AQ ED	
FA4.2.1	The Income Statement	L	AQ ED	
FA4.2.2	Analysing the Income Statement	L	AQ ED	
FA4.2a	The Income Statement	A	AQ ED	
FA4.3.1	Profit Margins and ROCE	L	AQ ED	
FA4.3.2	Liquidity Ratio	L	AQ ED	
FA4.3.3	Gearing Ratio	L	AQ ED	
FA4.3.4	Efficiency	L	AQ ED	
FA4.3a	Financial Ratios	A	AQ ED	
FA4.4	Value and Limitations of Financial Ratios	L	AQ ED	
FA4.4	Value and Limitations of Financial Ratios	A	AQ ED	

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Module 1 Decision Trees and Elasticity				
QM1.1.1	Introduction to Decision Making	L	AQ ED	Y
QM1.1.2	Factors Affecting Business Decision Making	L	AQ ED	Y
QM1.1a	Introduction to Decision Making	A	AQ ED	Y
QM1.2.1	Introduction to Decision Trees	L	AQ ED	Y
QM1.2.2	Constructing Decision Trees	L	AQ ED	Y
QM1.2.3	Calculations Using Decision Trees	L	AQ ED	Y
QM1.2.4	Using and Evaluating Decision Trees	L	AQ ED	Y
QM1.2a	Decision Trees	A	AQ ED	Y
QM1.3.1	Price Elasticity of Demand (PED)	L	AQ ED	
QM1.3.2	PED Calculations	L	AQ ED	
QM1.3.3	Income Elasticity of Demand (YED)	L	AQ ED	
QM1.3.4	YED Calculations	L	AQ ED	
QM1.3a	Elasticity	A	AQ ED	

Module 2 Management, Leadership and Entrepreneurship				
QM2.1.1	Introduction to Investment Appraisal	L	AQ ED	
QM2.1.2	Payback Periods	L	AQ ED	
QM2.1.3	Using and Evaluating Payback Periods	L	AQ ED	
QM2.1.4	Average Rate of Return	L	AQ ED	
QM2.1a	Payback Periods and ARR	A	AQ ED	
QM2.2.1	Discounting and Present Value	L	AQ ED	
QM2.2.2	Calculating Net Present Value	L	AQ ED	
QM2.2.3	Using and Evaluating NPV	L	AQ ED	
QM2.2a	Net Present Value	A	AQ ED	

Module 3 Sensitivity Analysis and Critical Path Analysis				
QM3.1.1	Introduction to Sensitivity Analysis	L	AQ ED	
QM3.1.2	Performing Sensitivity Analysis	L	AQ ED	
QM3.1.3	Using and Evaluating Sensitivity Analysis	L	AQ ED	
QM3.1a	Sensitivity Analysis	A	AQ ED	
QM3.2.1	Introduction to Strategic Implementation	L	AQ ED	
QM3.2.2	Introduction to Network Analysis	L	AQ ED	
QM3.2.3	Constructing Network Analysis Diagrams	L	AQ ED	
QM3.2.4	Finding the Critical Path	L	AQ ED	
QM3.2.5	Using and Evaluating Critical Path Analysis	L	AQ ED	
QM3.2a	Critical Path Analysis	A	AQ ED	

SECTION 7 GLOBAL BUSINESS

Module 1 Globalisation			
GB1.1.1	Reasons for Globalisation	L	AQ ED
GB1.1.2	Impacts of Globalisation	L	AQ ED
GB1.1a	Globalisation	A	AQ ED
GB1.2.1	Internationalisation	L	AQ ED
GB1.2.2	The Impact of Internationalisation	L	AQ ED
GB1.2.3	Managing International Business	L	AQ ED
GB1.2a	Internationalisation	A	AQ ED

Module 2 Global Markets and Business Expansion			
GB2.1.1	International Trade	L	AQ ED
GB2.1.2	Production and Market Opportunities	L	AQ ED
GB2.1a	International Production and Trade	A	AQ ED
GB2.2	Methods of Entering International Markets	L	AQ ED
GB2.2a	Methods of Entering International Markets	A	AQ ED
GB2.3.1	Protectionism	L	AQ ED
GB2.3.2	Trading Blocs	L	AQ ED
GB2.3a	Protectionism and Trading Blocs	A	AQ ED

Module 3 Global Industries and Companies (MNCs)				
GB3.1	The Impact of MNCs	L	AQ ED	Y
GB3.1a	The Impact of MNCs	A	AQ ED	Y
GB3.2	Stakeholder Conflicts and Ethics	L	AQ ED	Y
GB3.2a	Stakeholder Conflicts and Ethics	A	AQ ED	Y
GB3.3	Controlling MNCs	L	AQ ED	Y
GB3.3a	Controlling MNCs	A	AQ ED	Y

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Module 1 Performance and Threats to Performance

TO1.1.1	Business Performance – Financial Assessment	L	AQ
TO1.1.2	Business Performance – Non-Financial Assessment	L	AQ
TO1.1.3	Overall Business Performance Measures	L	AQ
TO1.1a	Business Performance	A	AQ
TO1.2	Introduction to PESTLE Analysis	L	AQ
TO1.2a	PESTLE Analysis	A	AQ
TO1.3.1	Political and Legal Threats and Opportunities	L	AQ
TO1.3.2	Competition Laws	L	AQ
TO1.3.3	Employment Laws	L	AQ
TO1.3.4	Tax Laws	L	AQ
TO1.3a	Political and Legal Threats and Opportunities	A	AQ
TO1.4.1	GDP and the Business Cycle	L	AQ
TO1.4.2	Business Implications of the Business Cycle	L	AQ
TO1.4.3	Fiscal Policy	L	AQ
TO1.4.4	Monetary Policy	L	AQ
TO1.4a	Economic Threats and Opportunities	A	AQ
TO1.5.1	Inflation	L	AQ
TO1.5.2	International Trade	L	AQ
TO1.5.3	Exchange Rates	L	AQ
TO1.5a	External Economic Threats and Opportunities	A	AQ
TO1.6.1	Social Change: Demographics	L	AQ
TO1.6.2	Consumer Behaviour	L	AQ
TO1.6.3	Corporate Social Responsibility (CSR)	L	AQ
TO1.6a	Social Threats and Opportunities	A	AQ

TO1.7.1	Technological Threats and Opportunities	L	AQ
TO1.7.2	Environmental Threats and Opportunities	L	AQ
TO1.7a	Additional Business Threats and Opportunities	A	AQ
TO1.8.1	Competitive Markets and Barriers to Entry	L	AQ
TO1.8.2	Porter's Five Forces	L	AQ
TO1.8.3	Using Porter's Five Forces	L	AQ
TO1.8a	Porter's Five Forces and the Threat of Competition	A	AQ

Module 2 Innovation and Digital Technology

TO2.1.1	Types and Importance of Innovation	L	AQ
TO2.1.2	Encouraging Innovation	L	AQ
TO2.1.3	Protecting Innovation	L	AQ
TO2.1a	Innovation	L	AQ
TO2.2.1	Digital Technology Pressures and ERP	A	AQ
TO2.2.2	E-Commerce and Big Data	L	AQ
TO2.2.3	Using and Evaluating Digital Technology	L	AQ
TO2.2a	Digital Technology	A	AQ

SECTION 9 CHANGE AND STRATEGY

Module 1 Change			
CS1.1.1	Causes and Impacts of Change	L	AQ ED
CS1.1.2	Lewin's Force Field Analysis	L	AQ ED
CS1.1a	The Causes and Impacts of Change	A	AQ ED
CS1.2	Barriers to Change	L	AQ ED
CS1.2a	Barriers to Change	A	AQ ED
CS1.3	Changing Organisational Culture	L	AQ ED
CS1.3a	Changing Organisational Culture	A	AQ ED

Module 2 Managing Strategic Implementation			
CS2.1	Strategic Change and Implementation	L	AQ ED
CS2.1a	Strategic Change and Implementation	A	AQ ED
CS2.2.1	Leadership for Change	L	AQ ED
CS2.2.2	Communicating Change	L	AQ ED
CS2.2.3	Organisational Structure and Change	L	AQ ED
CS2.2a	Dealing with Change	A	AQ ED

Module 3 Evaluating Strategic Performance			
CS3.1.1	Difficulties with Strategy	L	AQ ED
CS3.1.2	Introduction to Corporate Governance	L	AQ ED
CS3.1.3	Good Corporate Governance	L	AQ ED
CS3.1.4	Bad Corporate Governance	L	AQ ED
CS3.1.5	Strategic Performance and Planning	L	AQ ED
CS3.1a	Evaluating Strategic Performance	A	AQ ED

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ABOUT US

With a wealth of real-life teaching experience, the EzyBusiness team are passionate about helping teachers improve student grades through the use of technology.



PETER JORDAN

Peter Jordan founded EzyEducation after becoming frustrated at the lack of meaningful digital learning aids available whilst teaching economics at The Portsmouth Grammar School. Before entering the classroom, Peter had several senior marketing roles within the financial services sector, including at Old Mutual Wealth and Scottish Widows.

Our excellent support team are on-hand to support you and will make setting up and using EzyBusiness a breeze.

Email us at info@ezyeducation.co.uk or give us a call on 01329 285415.

