

# AQA – BUSS4

## tutor2u Business Blog – Specification Map

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### Corporate Aims and Objectives

This section considers what the organisation is attempting to achieve, and how this helps to determine its strategies.

#### Specification

Understanding Mission, Aims and Objectives

- [mission statements](#)
- [corporate aims](#) and [objectives](#)
- [corporate strategies](#)
- differing [stakeholder](#) perspectives.

#### Amplification

Candidates should understand the purpose and nature of corporate strategies and their relationship with aims and objectives.

They should understand differing stakeholder perspectives and the potential for conflict and the pressure that stakeholders may bring to decision making.

### Assessing Changes in the Business Environment

This section examines the relationships between organisations and their external environment. Candidates should understand the opportunities and threats created by changes in the contemporary business environment. The importance of acquiring and managing information and of communicating effectively should be considered throughout.

#### Specification

The Relationship between Businesses and the [Economic Environment](#)

- assessing the effects of the following factors on business organisations:
  - impact of economic factors
  - trends in key economic variables
  - [globalisation](#) of markets
  - developments in [emerging markets](#)
- evaluating the strategies businesses might deploy in response to these changes.

#### Amplification

Knowledge of the determinants of macroeconomic factors is not required. Candidates should be familiar with the following economic factors: the [business cycle](#), [interest rates](#), [exchange rates](#), [inflation](#), [unemployment](#) and [economic growth](#).

The Relationship between Businesses and the Political and Legal Environment

- assessing the effects of:
  - [government intervention](#) in the economy
  - government [economic policies](#)
  - political decisions affecting trade and access to markets
  - the impact of [legislation](#) relating to businesses
- evaluating responses of businesses to a changing political and legal environment.

Consideration might be given to the provision of products by the government, government [regulation](#) and legislation and other forms of intervention such as [tax](#) and [subsidy](#). [Monetary](#), [fiscal policy](#) and [supply side policies](#) should also be considered.

Political decisions should include issues such as: the enlargement of the [European Union](#) and moves towards greater [freedom of trade](#).

Legislation affecting businesses should include: [employment law](#), [consumer protection](#), [environmental protection](#) and [health and safety](#) legislation on businesses. A broad understanding of scope and impact is all that is required.

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<p>The Relationship between Businesses and the Social Environment</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 <a href="#">ethical environment</a></li> </ul> </li> <li>• evaluating responses of businesses to a changing social environment including <a href="#">corporate social responsibility</a>.</li> </ul>	<p>Changes in the social environment might include demographic factors and environmental issues.</p> <p>Candidates should be aware of the actions that businesses can take to demonstrate corporate social responsibility and consider whether these reflect genuine values or are just a form of public relations.</p>
<p>The Relationship between Businesses and the <a href="#">Technological Environment</a></p> <ul style="list-style-type: none"> <li>• assessing the effects of <a href="#">technological change</a></li> <li>• evaluating the response of businesses to <a href="#">technological change</a>.</li> </ul>	<p>The impact of technological change should be considered in terms of a range of issues including: marketing opportunities, the culture of the business and the processes and systems used within the business.</p>
<p>The Relationship between Businesses and the Competitive Environment</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>Changes in the competitive structure might include: new competitors, dominant businesses (e.g. through takeover or merger), changes in the buying power of customers and/or changes in the selling power of suppliers.</p>
<p><b>Managing Change</b></p> <p>This section should promote understanding of the importance of operational decisions in managing a business in tertiary, secondary and primary sectors. Candidates should understand how operations management can help a business to be more effective, and the role that can be played in this by technology.</p>	
<p><b>Specification</b></p>	<p><b>Amplification</b></p>
<p>Internal Causes of Change</p> <ul style="list-style-type: none"> <li>• change in organisational size</li> <li>• new owners/leaders</li> <li>• poor business performance.</li> </ul>	<p>Changes in organisation size may come about due to <a href="#">mergers</a>, <a href="#">takeovers</a>, <a href="#">organic growth</a> and <a href="#">retrenchment</a>.</p>
<p>Planning for Change</p> <ul style="list-style-type: none"> <li>• purpose of <a href="#">corporate plans</a></li> <li>• assessing internal and external influences on corporate plans</li> <li>• assessing the value of corporate plans.</li> </ul>	<p>Corporate planning should include <a href="#">contingency planning</a>.</p>
<p>Key Influences on the Change Process: <a href="#">Leadership</a></p> <ul style="list-style-type: none"> <li>• the meaning of leadership</li> <li>• the range of <a href="#">leadership styles</a></li> <li>• assessing internal and external factors</li> </ul>	<p>Candidates should consider the difference between the roles of leaders and <a href="#">managers</a>.</p>

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<p>influencing leadership style</p> <ul style="list-style-type: none"><li>• the role of leadership in <a href="#">managing change</a></li><li>• assessing the importance of leadership.</li></ul>	
<p>Key Influences on the Change Process:</p> <p><a href="#">Culture</a></p> <ul style="list-style-type: none"><li>• types of organisational culture</li><li>• reasons for and problems of changing <a href="#">organisational culture</a></li><li>• assessing the importance of organisational culture.</li></ul>	<p>Types of <a href="#">organisational culture</a> might include: power, entrepreneurial and task.</p>
<p>Making Strategic Decisions</p> <ul style="list-style-type: none"><li>• the significance of information management</li><li>• the value of different approaches to <a href="#">decision-making</a></li><li>• assessing influences on corporate <a href="#">decision-making</a>.</li></ul>	<p>Influences on corporate decision-making include ethical position (real or perceived), resources available and relative power of <a href="#">stakeholders</a>. The range of management approaches to decision-making from <a href="#">scientific</a> to <a href="#">intuition</a>.</p>
<p><a href="#">Implementing and Managing Change</a></p> <ul style="list-style-type: none"><li>• techniques to implement and manage change successfully</li><li>• assessing the factors that promote and resist change.</li></ul>	<p>Techniques to implement and manage change might include: project champions, project groups.</p> <p>Factors that promote and resist change might include: clear objectives, resources and training.</p>