

Resources covering Pearson Edexcel International Advanced Level Business Studies new content

IAL Business Studies Unit 1 content	Learning content	Description of new content	References in <i>Business Studies, 4th Edition</i> by Hall, Jones, Raffo, Anderton (ISBN: 978-1-4058-9231-5)*
1.3.1 Entrepreneurship	3. Role of entrepreneur	Innovation within a business.	Unit 91: innovation
1.3.1 Entrepreneurship	4. Company structures	Different ways of structuring a business.	Units 7–9: different ways Unit 3: franchises
1.3.2 Researching a business opportunity	1. Market research	The distinction between product and market orientation; social networking to support market research.	Unit 11: product and market orientation Unit 12: use of ICT to support market research on p. 57
1.3.4 Finance	1. Sources of finance	Alternative sources; secured and unsecured loans; the appropriateness of sources to the company structure; the need for a business plan when obtaining finance.	Unit 34: alternative sources Unit 4: relevance of a business plan in obtaining finance
1.3.5 Measuring business performance	1. Pricing, sales revenue, costs and profit	Pricing strategies.	Unit 19: pricing strategies
1.3.5 Measuring business performance	4. Importance of cash flow	Distinction between profit and cash flow. How to construct a simple cash flow forecast. Use of a cash flow forecast to manage finances.	Unit 49: cash flow versus profit Unit 39: cash flow forecasting Unit 40: cash flow management
1.3.6 The wider business environment	1. Government influences	Government protection of businesses (trademarks, patents). Consumer protection legislation.	Unit 3: protecting business ideas Unit 121: Consumer protection legislation
	3. Social influences	Impacts of digital economy, ethical considerations, environmental considerations and demographic change on businesses.	Unit 31: digital economy Unit 125: ethical considerations Unit 126: environmental considerations Unit 116: demographic change

*Plus references to additional online resources supporting the unit content where applicable.

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IAL Business Studies Unit 2 content	Learning content	Description of new content	References in <i>Business Studies, 4th Edition</i> by Hall, Jones, Raffo, Anderton (ISBN: 978-1-4058-9231-5)*
2.3.1 Marketing	2. Marketing mix	Price – online sales. Promotion – viral marketing. Place – online distribution.	Unit 31: p. 164 Unit 29: p. 157 Unit 31: p. 165
2.3.1 Marketing	4. Income elasticity of demand (YED)	Normal and inferior goods. Effect on businesses of Δ in income. Calculation and interpretation of YED Implications for businesses.	Unit 20: p. 104 Unit 110: p. 650 Unit 20: p. 103 Unit 110: p. 650
2.3.2 Managing operations	1. Productivity and efficiency	Distinction between labour and capital intensive production.	Unit 89: pp. 527–528
	3. Capacity utilisation	Calculation of capacity utilisation.	Unit 82: pp. 486–490
2.3.4 Managing people	2. Recruitment, selection and training	Selection; types of training.	Unit 63: pp. 356–361 Unit 65: pp. 368–372
	3. Leadership styles	Laissez-faire.	Unit 70: p. 402

*Plus references to additional online resources supporting the unit content where applicable.

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IAL Business Studies Unit 3 content	Learning content	Description of new content	References in <i>Business Studies, 4th Edition</i> by Hall, Jones, Raffo, Anderton (ISBN: 978-1-4058-9231-5)*
3.3.1 Corporate objectives and strategy	4. Corporate strategy	The Boston Matrix.	Unit 18: pp. 86–87
3.3.2 Making strategic and tactical decisions	1. Decision making models	SWOT analysis.	Unit 28: pp. 148–149 Unit 103: p. 612

*Plus references to additional online resources supporting the unit content where applicable.

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IAL Business Studies Unit 4 content	Learning content	Description of new content	References in <i>Business Studies, 4th Edition</i> by Hall, Jones, Raffo, Anderton (ISBN: 978-1-4058-9231-5)*
4.3.2 Changing global economy	1. Growing economies	Growth indicators. Consideration of more countries.	Literacy rate < http://data.worldbank.org/indicator/SE.ADT.LITR.ZS > GDP per capita < http://databank.worldbank.org/data/views/reports/tableview.aspx >
4.3.3 Business location	2. Assessment of a country as a production location	Factors to consider.	Unit 93: pp. 549–556 Unit 94: pp. 557–562 Unit 118: p. 688

*Plus references to additional online resources supporting the unit content where applicable.