









Higher Business Management

Understanding Business Unit Checklist

Name _____ Class _____

		RED 	AMBER 	GREEN 
The Role of Business in Society				
Sectors of Industry	Primary			
	Secondary			
	Tertiary			
	Quaternary			
Sectors of Economy				
Types of Business Organisation				
Private Limited Companies				
Public Limited Companies				
Franchising				
Multinational Organisations				
Public Sector Organisations & Agencies				
Third Sector Organisations				
Objectives				
Corporate Social Responsibility				
Methods of Growth				
Satisficing				
Managerial Objectives				
IMPACT of External Factors				
Political				
Economic (Economic Policy)				
Social				
Technological				
Environmental				
Competitive (Competition Policy)				
IMPACT of Internal Factors				
Corporate Culture				
Availability of Finance				
Staffing				
Technology				

		RED 	AMBER 	GREEN 
Stakeholders				
Conflict of Interest				
Interdependence				
Structures				
Features, characteristics, benefits & drawbacks of organisational structures	Tall			
	Flat			
	Entrepreneurial			
	Matrix			
	Centralised/Decentralised			
Features, characteristics, benefits & drawbacks of organisational groupings	Function			
	Location			
	Product			
	Customer			
Decision Making				
Types of Decision				
Quality Decisions				
SWOT Analysis				
Role of a Manager				




My Revision Priorities for Understanding Business Unit...






Higher Business Management

Management of Marketing & Operations Unit Checklist

Name _____ Class _____

	RED	AMBER	GREEN
			
MARKETING			
Customers			
Market Led			
Product Led			
Consumer Behaviour			
Market Research			
Costs & Benefits of Field Research Methods			
Costs & Benefits of Field Research Methods			
Sampling			
Marketing Mix - Product			
Product Life Cycle - Sales & Profitability			
Extension Strategies			
Product Line Product Portfolio			
Diversified Product Portfolio			
Marketing Mix - Price			
Pricing Strategies			
Marketing Mix - Place			
Channel of Distribution			
Role of Wholesaler			
Role of Retailer			
Types of Retailer			
Marketing Mix - Promotion			
Into & Out Of the Pipeline			
Above & Below the Line			
Public Relations			
Marketing Mix - People			
Customer Satisfaction			
Level of After Sales Service			
Marketing Mix - Process			
Systems to Ensure Customer Satisfaction			
Marketing Mix - Physical Evidence			
Evidence to Verify Keeping Customer Promises			
Technology			
EPOS - Market Research			
Internet Advertising			
Electronic Survey Methods			
Internet-Based Sales			
Targeted Online Advertising & Recommendations			
Viral Marketing (Social Media)			

	RED	AMBER	GREEN
			
OPERATIONS			
Stock Management			
Stock Management Systems			
Just-in-Time			
Storage of Stock			
Warehousing & Logistics			
Methods of Production			
Capital Intensive Production			
Mechanised Production			
Automated Production			
Labour Intensive Production			
Quality			
Quality Management			
Quality Standards & Symbols			
Benchmarking			
Quality Circles			
Mystery Shopping			
Ethical & Environmental			
Fair Trade			
Environmental Problems & Solutions			
Ethical Operations/Issues			
Technology			
EPOS - Stock Control			
CAD/CAM			




My Revision Priorities for Management of Marketing & Operations Unit...






Higher Business Management

Management of People & Finance Unit Checklist

Name _____ Class _____

	RED 	AMBER 	GREEN 
HUMAN RESOURCES			
Recruitment & Selection			
Workforce Planning			
Internal Recruitment & Selection			
External Recruitment & Selection			
Testing			
Training & Development			
Virtual Learning Facilities			
Staff Development			
Training Schemes			
Work Based Qualification			
Motivation & Leadership			
Motivational Theories			
Leadership Styles			
Employee Relations			
Institutions Involved			
Appraisal			
Processes			
Impact of Organisational Policies			
Impact of Contemporary Working Practises			
Impact of Constructive Employee Relations			
Negative Employee Relations - Industrial Action			
Legislation			
Impact of Current Employment Legislation			
Technology			
Electronic Training Resources			
Electronic Testing			
Electronic Application Forms			

	RED 	AMBER 	GREEN 
FINANCE			
Sources of Finance			
Sources of Finance - Large Organisations			
Cash Budgeting			
Analysis of Cash Budgets			
Cash Flow Issues			
Cash Flow Solutions			
Financial Statements			
Interpretation of Trading, Profit & Loss Account			
Interpretation of Balance Sheet			
Ratio Analysis			
Purpose of Ratio Analysis			
Profitability Ratios			
Efficiency Ratios			
Liquidity Ratios			
Technology			
Spreadsheets			

My Revision Priorities for Management of People & Finance Unit...