

Unit 2: Finance for Business



Learning Aim C: Investigate the use of the marketing mix (the 4Ps)
C1: The 4Ps of the marketing mix.



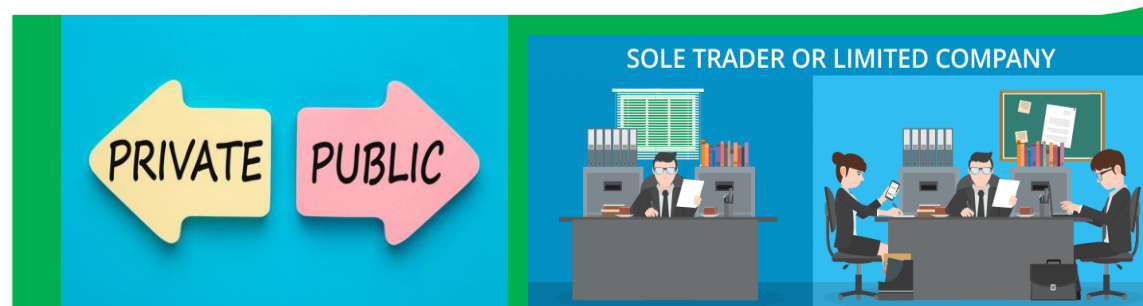
Learning Aim B: Consider how market research helps a business to understand the market.
B1: Use of market research data to understand the market.
B2: Methods for gather market research data.



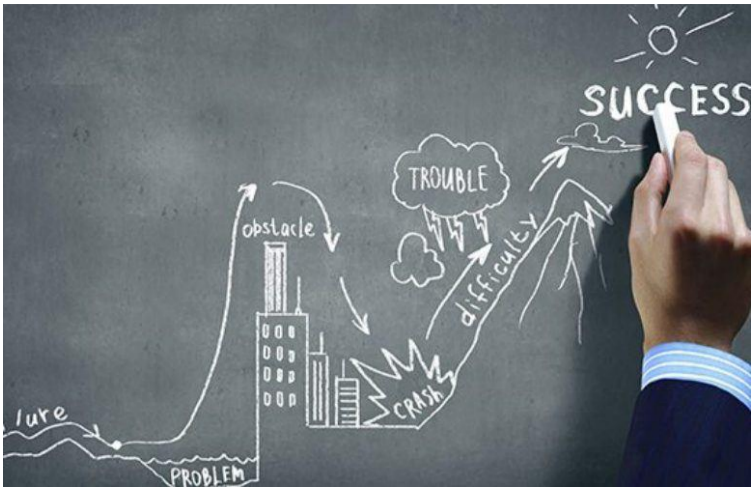
- Specific
- Measurable
- Assignable
- Relevant
- Time-based

Learning Aim A: How Businesses Operate.
A1: Types of Business.
A2: The Purpose of Business.
A3: Measuring Business Success.

Unit 1: Investigating Business (Mandatory)

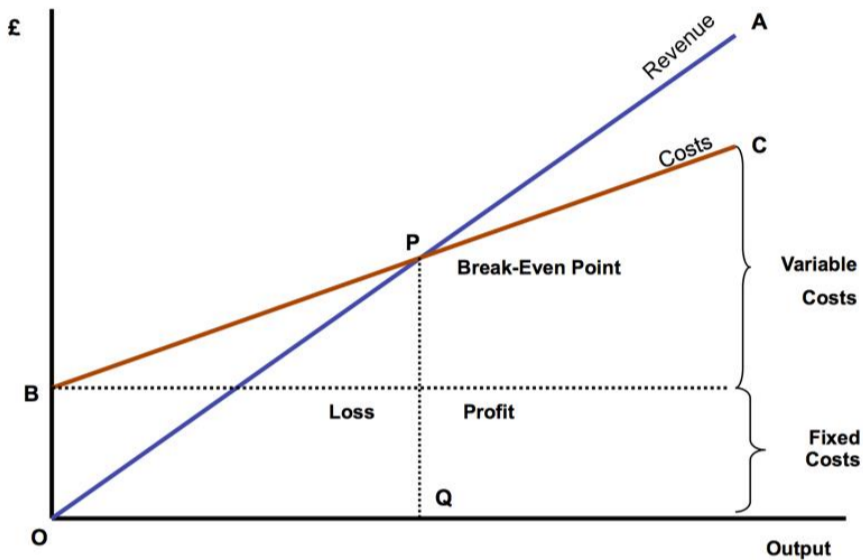


Second Half of
Level 2
Qualification



Example Corporation Income Statement For the year ended December 31, 2019	
Sales (all on credit)	\$500,000
Cost of goods sold	380,000
Gross profit	120,000
Operating expenses	
Selling expenses	35,000
Administrative expenses	45,000
Total operating expenses	80,000
Operating income	40,000
Interest expense	12,000
Income before taxes	28,000
Income tax expense	5,000
Net income after taxes	\$ 23,000
Earnings per share (based on 100,000 shares outstanding)	\$ 0.23

Learning Aim C: Understand how businesses measure success and identify areas for improvement
C1: Understand how businesses measure success
C2: Understand how businesses can be more successful



Learning Aim B: Understand how businesses plan for success
B1: Understand the planning tools businesses use to predict when they will start making a profit
B2: Understand the tools businesses use to plan for success



$$\text{Profit} = \text{Revenue} - \text{Costs}$$

To increase this: increase this or decrease this



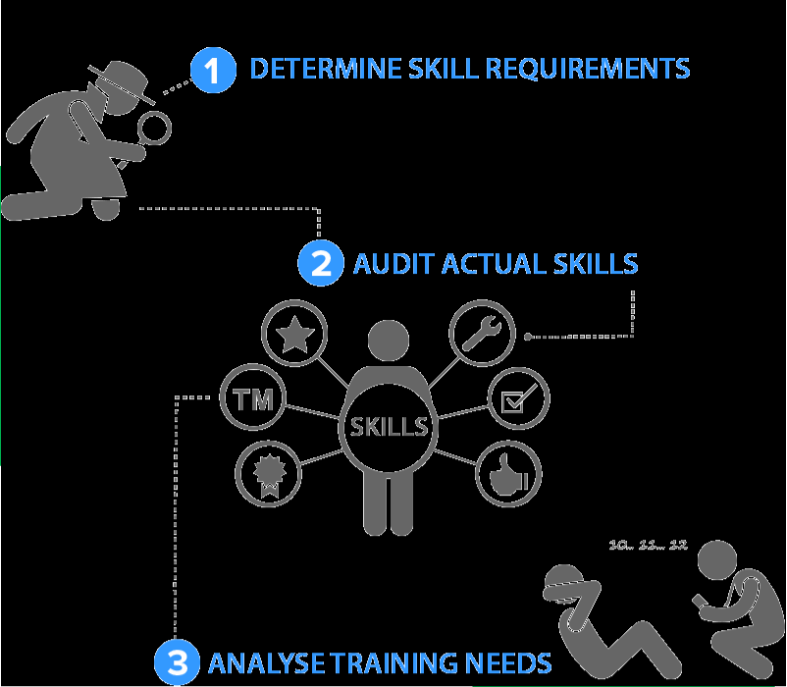
Learning Aim A: Understand the costs involved in business and how businesses make a profit.
A1: Understand the costs involved in Business
A2: Understand how businesses make a profit



Unit 2: Finance for
Business
(Exam/Mandatory)



Unit 3:
Enterprise in the
Business World



Learning Aim C: Demonstrate interview skills
and plan career development.
C1: Job Interviews
C2: Personal audit
C3: Career development

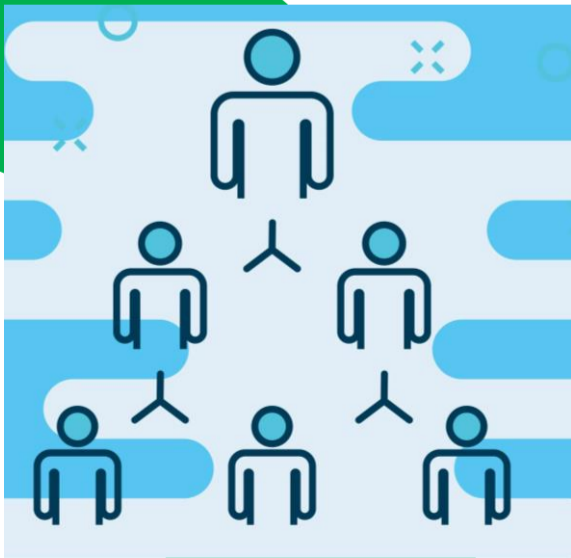


Learning Aim B: Produce documentation for
specific job roles.
B1: Recruitment
B2: Developing a job description and person
specification
B3: Contents of a job description
B4: Contents of a person specification
B5: Applying for jobs

PERSON SPEC

ESSENTIAL.

NICE TO HAVE



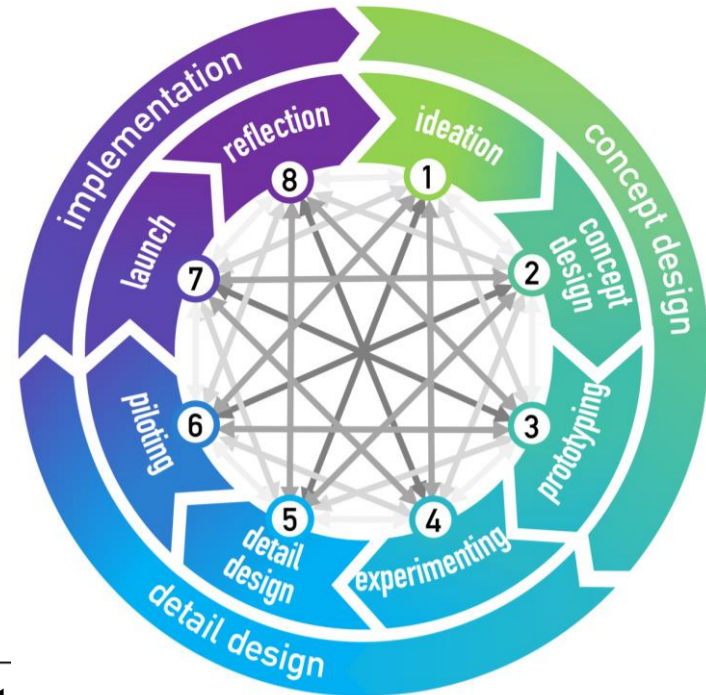
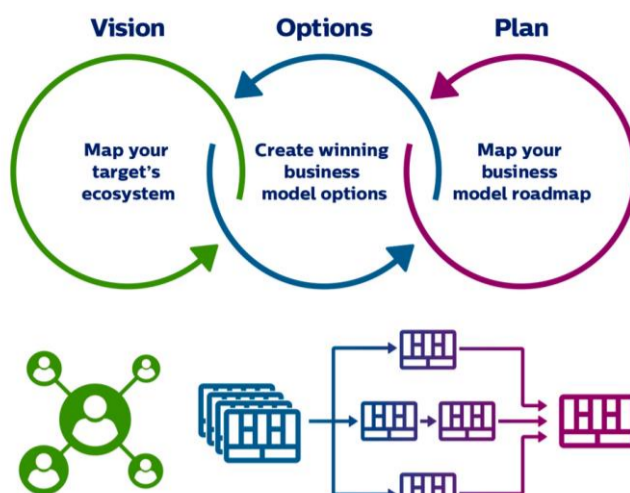
Learning Aim A: Know about job roles and
functional areas in businesses.
A1: Organisational Structures and functional
areas.
A2: Job roles and responsibilities

Unit 6:
Recruitment and
Selection
(Optional)





Business
Level 3 NCC
– Subsidiary
or Extended
Diploma



Learning aim C: Present a business model for a business start-up

C1: Choice of Format

C2: Sources of help and support in developing a new business.

C3: Business Model



Learning aim B: Plan an idea for a new business

B1: How business ideas can be successful

B2: Business ideas

B3: Assessing the suitability of a business idea

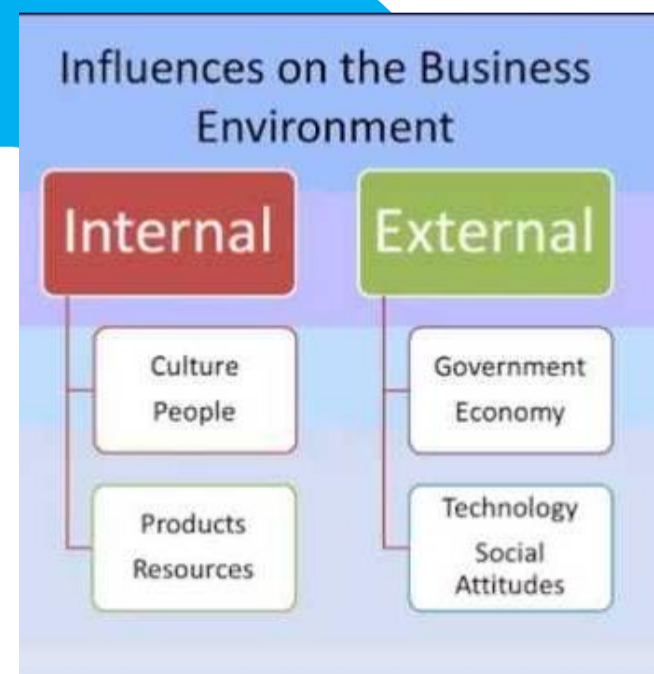
B4: Producing an initial plan for a business idea



Learning aim A: Know how trends and the current business environment may impact on a business

A1: Factors to consider in the current business environment

A2: Trends affecting business



Unit 3:
Enterprise in the
Business World
(Mandatory/
Summative)

