



A Level Business - Year 13

Component 2: Business Analysis & Strategy



Personalised Learning Checklist

Name:

Exam Board	Eduqas
Component	C2

My Target Grade is	
Group	

Use this checklist before your assessment to focus your work and after to check the effectiveness of your work.

G	I am confident about this topic and I know what I need to do.
A	I am not too sure about this topic. I may need to check with my teacher and spend more time working on this topic.
R	I am not confident I could answer a question on this topic. I need to check with my teacher and ensure I have what I need to do it.

Component 2 Business Analysis & Strategy		R	A	G
Chapter/Topic	Success Criteria			
Chapter 1: Data Analysis	I can present, interpret and analyse data, including from pie charts, histograms and index numbers			
Chapter 2: Market Analysis	I can analyse quantitative and qualitative research data in order to better understand the position of the business in the market and the requirements of customers at present and in the future			
	I can calculate price and income elasticity of demand			
	I can interpret numerical values of price and income elasticity of demand			
	I can evaluate the impact of changes in price and income on business revenue			
Chapter 3: Sales Forecasting	I can explain what is meant by sales forecasting			
	I can explain the usefulness of sales forecasting and the factors that can affect its reliability			
	I can understand that sales forecasting includes quantitative and qualitative techniques			
	I can calculate a three-point moving average			
	I can create a scatter graph and a line of best fit			

	I can use extrapolation to predict future developments			
	I can interpret information from time-series analysis			
	I can understand that correlation can be positive, negative or non-existent			
	I can evaluate the usefulness of time-series analysis for a business and its stakeholders			
	I can explain qualitative forecasting techniques including, intuition, brainstorming and the Delphi method			
	I can evaluate the advantages and disadvantages of using qualitative forecasting			
Chapter 4: Analysing Financial Performance	I can explain what is meant by a budget variance			
	I can calculate budget variances			
	I can analyse budgets and budget variances			
	I can evaluate the use and impact of budgets and budget variances for a business and its stakeholders			
	I can explain the main components of a balance sheet and the way that it is constructed			
	I can explain what is meant by working capital, capital employed and depreciation			
	I can calculate working capital, capital employed (long-term liabilities and shareholders' capital) and depreciation (the straight line method only)			
	I can interpret and analyse a balance sheet			
	I can calculate and interpret return on capital employed (ROCE)			
	I can calculate and interpret the current ratio and acid test ratio			
	I can calculate and interpret the gearing ratio (long-term liabilities/capital employed)			
	I can analyse the trading, profit and loss account (the income statement) and the balance sheet in order to assess the financial performance of a business			
	I can consider business accounts in relation to previous years and other businesses			
	I can evaluate the financial position of a business			

	I can understand that accounts can be affected by window-dressing and other factors, such as changes in demand and inflation			
	I can explain how non-financial measures, including customer attitude surveys, employee attitude surveys, market share, productivity and a company's environmental record, can be used to evaluate performance			
Chapter 5: Aims and Objectives	I can explain the role of vision statements and their relationship to a business' aims			
	I can explain how objectives are used by a business in order to achieve its aims			
	I can explain what is meant by SMART objectives			
	I can explain the role and purpose of mission statements			
	I can evaluate vision statements, objectives and mission statements and their impact on a business and its stakeholders			
Chapter 6: Strategy and implementation	I can understand the relationship between objectives and strategy			
	I can explain the meaning of strategy including corporate strategy, strategic direction, divisional strategy and functional strategy			
	I can explain the relationship between strategy and tactics			
	I can explain the purpose of corporate plans			
	I can apply a SWOT analysis to a specific business			
	I can apply Porter's Five Forces framework to a specific business			
	I can evaluate business strategy and corporate plans			
Chapter 7: Strategy and Implementation - strategies for growth	I can explain the nature and purpose of the Ansoff matrix			
	I can apply the Ansoff matrix to different businesses			
	I can evaluate the usefulness of the Ansoff matrix to businesses			
	I can explain what is meant by horizontal and vertical integration			
	I can explain the advantages and disadvantages of horizontal and vertical integration			
	I can explain the difference between organic and external growth			
	I can analyse the advantages and disadvantages of organic growth			
	I can analyse the advantages and disadvantages of different methods of external growth including mergers and takeovers			
	I can explain the nature and purpose of franchising as a method of growth			

	I can evaluate different methods that businesses can use to achieve growth			
	I can explain what is meant by rationalisation			
	I can explain the factors that affect decisions about location/relocation and rationalisation			
	I can evaluate the impact of the choice of location/relocation and rationalisation on a business and its stakeholders			
	I can explain what is meant by outsourcing production			
	I can evaluate the arguments for and against outsourcing production			
Chapter 8: Decision making models	I can explain the types of decisions a business makes including strategic, tactical and operational			
	I can explain the importance of decision-making to a business			
	I can understand that decision-making tools can be scientific or intuitive			
	I can explain the nature and purpose of decision tree analysis commenting on the benefits and limitations of the technique			
	I can construct decision trees, interpret and evaluate the results			
	I can explain the nature and purpose of critical path analysis (CPA), commenting on the benefits and limitations of the technique			
	I can complete CPA diagrams, interpret and evaluate the results			
	I can explain the nature and purpose of cost benefit analysis (CBA), commenting on the benefits and limitations of the technique			
	I can carry out cost benefit analysis, interpret and evaluate the results			
	I can evaluate the advantages and disadvantages of using decision trees, CPA and CBA for business decision-making			
	I can explain the key role played by information technology in business decision making			
	Chapter 9: Investment appraisal	I can explain what is meant by investment appraisal		
I can explain the purpose of investment appraisal				
I can calculate and interpret the payback period of an investment in years and months				
I can calculate and interpret the average rate of return (ARR) of an investment				

	I can use discounted cash flow (DCF) to calculate and interpret the net present value (NPV) of an investment (discount factors will be provided and do not need to be calculated)			
	I can evaluate the advantages and disadvantages of the different investment appraisal methods to a business and its stakeholders			
	I can evaluate the viability of investment options, taking into account both quantitative and qualitative factors, to make recommendations			
Chapter 10:	I can explain what is meant by special orders			
Special orders	I can calculate contribution and advise on the appropriateness or otherwise of accepting special orders			

Therapy (Interventions)
Additional Support / Guidance