

Advance Information for Summer 2022

A Level

Business

H431

We have produced this advance information to help support teachers and students with revision for the Summer 2022 examinations.

Information

- This notice covers all examined components.
- There are no restrictions on who can use this notice.
- You are **not** permitted to take this notice into the exam.
- This document has **5** pages.

Advice

- Students and teachers should consider how to focus their revision of other parts of the specification, for example to review whether other topics may provide knowledge which helps your understanding in relation to the areas being tested in 2022.
- Students and teachers can discuss this advance information.
- The information is presented in specification order and not in question order.

If you have any queries about this notice, please call our Customer Support Centre on **01223 553998** or email general.qualifications@ocr.org.uk.

The following areas of specification content are suggested as key areas of focus for revision and final preparation, in relation to the Summer 2022 examinations.

The aim should still be to cover all specification content in teaching and learning.

Students will still be expected to apply their knowledge to unfamiliar contexts.

H431/01 Operating in a local business environment

Introduction to business

- Business sectors
- Types of business
- Business size and growth

Business objectives and strategy

- Risk & uncertainty
- Forecasting
- Decision making

External influences

- Demand and supply
- Competition
- Economic factors
- Ethical factors
- Legal factors

Accounting and finance

- Accounting concepts
- Costs, revenue and profit
- Cash-flow
- Income statements

Human resource management

- Organisation
- Workforce planning
- Appraisal and workforce performance

Marketing

- Anticipating customer needs

Operations management

- Productivity
- Internal quality standards
- Services

H431/02 The UK business environment

Introduction to business

- Enterprise
- Business sectors

Business objectives and strategy

- Business plans
- Contingency planning & crisis management

External influences

- Market dominance

Change

- Managing change

Accounting and finance

- Sources of finance
- Break-even analysis
- Budgets and variances

Human resource management

- Selection
- Redundancy and dismissal

Marketing

- Price
- Place

Operations management

- Stock control

H431/03 The global business environment

Introduction to business

- Franchises and franchisees

Business objectives and strategy

- Mission statements
- Ansoff's matrix

External influences

- International trade and free trade

Change

- Causes and effect of change

Accounting and finance

- Costs, revenue and profit
- Break-even analysis

Human resource management

- Communication

Marketing

- The marketing mix
- Product
- Promotion

Operations management

- Added value
- Project management
- Lean production

H431 Quantitative skills assessed

- Calculate, use and understand ratios, averages and fractions
- Calculate, use and understand percentages and percentage changes
- Construct and interpret a range of standard graphical forms
- Calculate cost, revenue, profit and break-even
- Interpret values of price and income elasticity of demand
- Use and interpret quantitative and non-quantitative information in order to make decisions
- Interpret, apply and analyse information in written, graphical and numerical forms

END OF ADVANCE INFORMATION



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