



Business Department Saint Ambrose College

A Level Business (AQA) Knowledge Organiser

Unit 9 How to pursue strategies

Sub-topics

1. Changes in scale
2. Innovation
3. Internationalisation
4. Digital technology

Key concepts:

- Economies of scale
- Diseconomies of scale
- Greiner's growth model
- Methods of growth
- Bartlett and Ghosal international strategies
- Big data
- Data mining
- Enterprise Resource Planning

Key facts / information.

Firms grow to an optimal size after which diseconomies of scale set in

Firms go through certain crisis points as they grow (Greiner's growth model)

Extension activities.

Research how firms such as Amazon and Tesco use big data and data mining to make their businesses more successful?

Further reading and sources of information.

Tutor2U have produced a series of tutorial videos and reference materials for this unit, go to: <https://www.tutor2u.net/business/collections/aqa-a-level-business-study-notes-3-9-strategic-methods-how-to-pursue-strategies>