



Business Department Saint Ambrose College

A Level Business (AQA) Knowledge Organiser

Unit 7 Analysing the strategic position of a Business

Sub-topics

- 1 Mission and strategy
- 2 Financial ratios
- 3 Overall performance
- 4 Political and legal change
- 5 Economic change
- 6 Social and technology
- 7 The competitive environment
- 8 Investment appraisal

Key concepts:

- Profitability
- Liquidity
- Gearing
- Kaplan and Norton
- Elkington's triple bottom line
- Corporate Social Responsibility
- Porter's 5 Forces model

Key facts / information.

Fiscal and Monetary policy are the two main options a government has available to run an economy

Net Present Value is the only investment appraisal technique that considers the time value of money.

Extension activities.

Produce a report into the health of the UK economy using GDP Growth, Unemployment and the balance of trade as economic indicators.

How does this compare to China's economy?

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-3-7-analysing-the-strategic-position-of-the-business>