

Please use this pack if you are studying business in sixth form. This can be either the vocational or A Level course.

## Business Studies

### What does the course require of me?

**For a look at the syllabus:**

- A Level Business Studies Specification  
<http://www.aqa.org.uk/subjects/business-subjects/as-and-a-level/business-7131-7132>
- Cambridge Technical Extended Certificate in Business

<https://www.ocr.org.uk/qualifications/cambridge-technical/business/#level-3>

We Study units 1,2,4,5&8. Units 1&2 are examinations, you will take unit 1 in January of year 12, and unit 2 in June of year 12. Units 4,5 & 8 are coursework. You will start unit 4 in January of year 12, and units 5&8 are completed in year 13.

**Useful websites/apps- register now:**

- Register with <http://www.tutor2u.net>, a Business Studies blog especially written for students. A daily blog will be sent to you with interesting news articles that tie into the syllabus, comments from examiners and (later) tips and support for exam modules
- For (business) news stories use the BBC website <http://news.bbc.co.uk>

Please email me [amashitercoates@haslingdenhigh.com](mailto:amashitercoates@haslingdenhigh.com) if you have any queries or questions.

### How will this unit help me to prepare for the course?

I am delighted that you have shown an interest in business studies. In order to get you thinking about the subject, I have drawn up a **home learning pack** to help you prepare for studies in the 6<sup>th</sup> form such as business research activities, books to read, films to watch on a rainy afternoon, useful websites to browse when Snapchat, Instagram or Twitter get dull.

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## **CONTENTS**

### **1. Home Learning Activities Challenges**

- A week in business
- Brands
- Entrepreneurs
- Research

### **2. Reading**

- Text Books
- Business Reading Books
- Newspapers and magazines
- Websites




### **3. Films**

### **4. TV Programmes**

### **5. Financial Formulas**

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## Home Activities

<b>"A week in Business".</b>	
	  
<b>1</b>	Select 7 pictures, one for each day to represent a <b>business</b> news story. (see if there is something different happening not just Coronavirus)
<b>2</b>	For each story, write a commentary/explanation: <ul style="list-style-type: none"><li>• What is happening</li><li>• What has it got to do with business</li><li>• Why is it important?</li></ul>
<b>3</b>	Select the story that you found most interesting. Why was this?
<b>4</b>	Create a poster/pic collage/presentation/video showing your pictures and explanations

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**Choose a Company/brand and research it!**

**Find out the following** – Ownership type, Revenue, Profit, Number of employees, size and scale, name of leader (CEO)

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## Entrepreneurs and Leaders

**Research these business people**

ENTREPRENEURS			
 Denise Coates	 Bill Gates	 Evan Spiegel	 Jeff Bezos
 Elon Musk	 Oprah Winfrey	 Larry Page	 Simon Nixon
 Kylie Jenner	 John Paul DeJoria	 Sergey Brin	 Susan Wojcicki

Research these different entrepreneurs and find out the following: -

1. What have they done?
2. Why are they an entrepreneur?
3. How did they do it?
4. What is their net worth?

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## **Research Activity**

Present your information as a report, PowerPoint presentation or poster.

### **1. Select a company**

*(picking a Public Limited Company (PLC) will make it easier to find information on the internet).*

### **2. Research some basic facts:**

- *Research the term "Annual Accounts for your chosen .PLC"*
- *Download the PDF*
- *Read the chairman's and CEO message at front of the pack*
- *Look through the pack to find the financial information (Income statement) this will show the revenue and profit.*

*Explain the following*

- *What does the business do?*
- *How large is it?*
- *Where is it based?*
- *What are its key objectives? (Hint: look in the Chairman's statement in the annual report)*

### **3. How successful is it?**

*Give evidence (Think about numbers: sales revenue, profit, market share etc. and get facts and figures).*

### **4. Has it become more or less successful over the last few years?**

*(again, get evidence from annual report, compare finance for a few years)*

### **5. What do you think are the key factors that affect its success and why?**

*(Think about competitors, Government regulation, the economy, its financial situation etc.)*

### **6. Evaluate what impact the coronavirus has on this business?**

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## **READING/VIEWING**

1. Try and read/listen to at least one of the books or audiobooks below and create a book review for it. Think about the main messages, what you liked/dislikes etc.
2. Try and watch at least one of the tv programs below and create a review for it. Think about the main messages, what you liked/dislikes etc. I will be creating a display of the reviews....

You can put your review on this form or in the format of your choice...

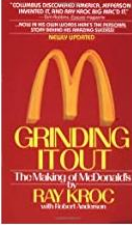


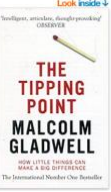

[https://docs.google.com/forms/d/1RkP45aCPqXQBpc-AG\\_otsetDbBSBYnMnFj2spkFFvsU/edit](https://docs.google.com/forms/d/1RkP45aCPqXQBpc-AG_otsetDbBSBYnMnFj2spkFFvsU/edit)

**Recommended reads** - Quality newspapers/magazines such as *The Times*, *Guardian*, *Telegraph*, *Independent*, *journals* such as *The Economist* (N.B there are reduced rates for students on some of these, for example, students were able to buy *The Economist* for 6p per copy instead of the standard £2!) Also, you can sign up online and receive free articles.

 <p><b>THE TIMES</b></p> <p>Dress for your holidays</p> <p>Public safety 'at risk' as thousands of cab drivers exploit law</p> <p>Brexit costs households £900 a year, says Carney</p> <p>There's enough now, we need to get Trump a gift basket</p> <p><a href="http://www.thetimes.co.uk">www.thetimes.co.uk</a></p>	 <p><b>THE INDEPENDENT</b></p> <p>THIS IS YOUR LIFE (if you are a woman)</p> <p>391% of the richest 100 in the world is owned by women</p> <p>70% of the world's richest 100 are women</p> <p>21% of the world's richest 100 are women</p> <p>62% of the world's richest 100 are women</p> <p>£970,000</p> <p>700,000,000</p> <p>85m</p> <p>1440 in 7</p> <p>17% 42%</p> <p>67%</p> <p>12</p> <p>INTERNATIONAL WOMEN'S DAY - SPECIAL EDITION</p> <p><a href="http://www.independent.co.uk">www.independent.co.uk</a></p>	 <p><b>The Economist</b></p> <p>China's next cultural revolution</p> <p>Germany's new economic divide</p> <p>Construction: the best official industry</p> <p>The abuse of the village</p> <p><a href="http://www.economist.com">www.economist.com</a></p>	 <p><b>Business review</b></p> <p>Mapping Amazon's stakeholders</p> <p><a href="https://www.hoddereducation.co.uk/magazines/magazines-extras/business-review-extras">https://www.hoddereducation.co.uk/magazines/magazines-extras/business-review-extras</a></p>
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## Business Books

	<p><b>Grinding It Out: The Making Of McDonald's</b> by Ray Kroc   5 Mar 2012</p> <p>★★★★☆ ~ 403</p> <p>Mass Market Paperback</p> <p>£6.34 <del>£7.99</del></p> <p>✓prime Get it Wednesday, Apr 1 Eligible for FREE UK Delivery</p> <p>More buying choices £1.44 (19 used &amp; new offers)</p>								
	<p>Business, Finance &amp; Law &gt; Careers &gt; Entrepreneurship</p> <p><b>How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions: 40 Successful Entrepreneurs Reveal All</b> Hardcover – 3 Nov 2004</p> <p>by Rachel Bridge (Author)</p> <p>★★★★☆ ~ 45 ratings</p> <p>See all 8 formats and editions</p> <table border="1"> <tr> <td>Kindle Edition</td> <td>Hardcover from £0.01</td> <td>Paperback</td> </tr> <tr> <td>£11.39</td> <td>£11.99</td> <td>£11.99</td> </tr> </table> <p>Read with Our Free App 29 Used from £0.01 15 Used from £0.85 1 New from £25.99 15 New from £3.64</p> <p>There is a newer edition of this item:</p> <p>How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions Currently unavailable.</p>	Kindle Edition	Hardcover from £0.01	Paperback	£11.39	£11.99	£11.99		
Kindle Edition	Hardcover from £0.01	Paperback							
£11.39	£11.99	£11.99							
	<p><b>Shoe Dog: A Memoir by the Creator of NIKE</b> by Phil Knight</p> <p>★★★★★ ~ 4,921</p> <p>Kindle Edition</p> <p>£6.99 <del>£9.99</del></p> <p>Audible Audiobooks</p> <p>£0.00 <del>£27.00</del></p> <p>Free with Audible trial</p> <p>Hardcover</p>								
	<p><b>The Tipping Point: How Little Things Can Make a Big Difference</b> Paperback – 14 Feb 2002</p> <p>by Malcolm Gladwell (Author)</p> <p>★★★★☆ ~ 1,990 ratings</p> <p>See all 48 formats and editions</p> <table border="1"> <tr> <td>Audiobook</td> <td>Hardcover</td> <td>Paperback</td> <td>Audio CD</td> </tr> <tr> <td>£0.00</td> <td>From £4.58</td> <td>£3.47</td> <td>£39.79</td> </tr> </table> <p>Free with your Audible trial 7 Used from £4.38 50 Used from £5.00 1 Used from £35.36 4 New from £28.95 20 New from £1.46 2 New from £39.39 1 Collectible from £34.95</p> <p>Get it Wed, 1 Apr. with FREE delivery. Get it Wed, 25 Mar. if you order within 9 hrs 3 mins and choose faster delivery at checkout. Details.</p> <p>Note: This item is eligible for click and collect. Details.</p> <p>A wonderful page-turner about a fascinating idea that should affect the way every thinking person thinks about the world around him. Michael Lewis</p>	Audiobook	Hardcover	Paperback	Audio CD	£0.00	From £4.58	£3.47	£39.79
Audiobook	Hardcover	Paperback	Audio CD						
£0.00	From £4.58	£3.47	£39.79						
	<p><b>The Google Story</b> by David A. Vise   7 Nov 2008</p> <p>★★★★☆ ~ 87</p> <p>Paperback</p> <p>More buying choices £0.06 (33 used &amp; new offers)</p> <p>Kindle Edition</p> <p>£4.99 <del>£12.99</del></p>								

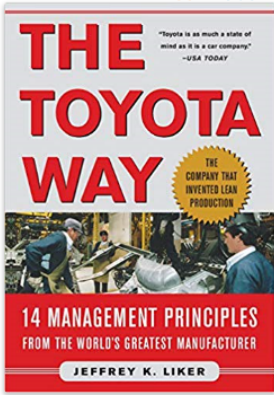
An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how the spotted a gap in a market, and developed a USP.

A very readable and fascinating book, which looks into the reason's products become market leaders.

An interesting investigation into the culture at Google, includes insights into the four-day working week and soft management styles. The questions are; are these the things that made Google the world's number one search engine?



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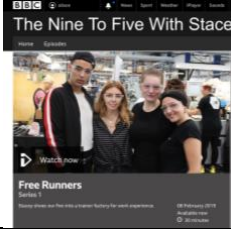

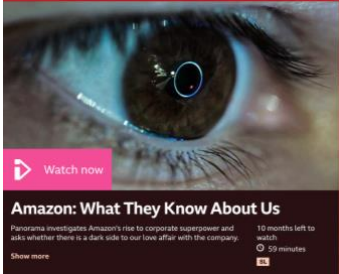


£5.49 ~~£9.99~~

**Audible Audiobooks**

## Documentaries

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<p>The Nine to Five with Stacey Dooley (BBC iplayer)</p>	<p><a href="https://www.bbc.co.uk/programmes/p06zhf9j/episodes/guide">https://www.bbc.co.uk/programmes/p06zhf9j/episodes/guide</a></p> 
<p>Inside Iceland: Britain's Budget Supermarket (Channel 5 on demand)</p>	<p><a href="https://www.channel5.com/show/inside-iceland-britains-budget-supermarket/">https://www.channel5.com/show/inside-iceland-britains-budget-supermarket/</a></p> 
<p>Amazon: What they know about us (BBC iPlayer)</p>	<p><a href="https://www.bbc.co.uk/programmes/m000fjdz">https://www.bbc.co.uk/programmes/m000fjdz</a></p> 
<p>Dirty Money (Netflix)</p>	<p><a href="https://www.netflix.com/gb/title/80118100">https://www.netflix.com/gb/title/80118100</a></p> 
<p>Rotten (Netflix)</p>	<p><a href="https://www.netflix.com/gb/title/80146284">https://www.netflix.com/gb/title/80146284</a></p> 

**Books/Audiobooks**

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<p>7 Habits of Highly Effective People – Stephen R. Covey</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=ktlTx4C4QG8g&amp;t=23s">https://www.youtube.com/watch?v=ktlTx4C4QG8g&amp;t=23s</a></p> <p>Audio Book FREE -  <a href="https://www.youtube.com/watch?v=nDDWLXL60TY">https://www.youtube.com/watch?v=nDDWLXL60TY</a></p>	<p>Built to Last: Successful Habits of Visionary Companies – Jim Collins</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=NcgiPrcoSH0&amp;t=6s">https://www.youtube.com/watch?v=NcgiPrcoSH0&amp;t=6s</a></p>
<p>How To Win Friends &amp; Influence People – Dale Carnegie</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=0uMZi1gc0Nc">https://www.youtube.com/watch?v=0uMZi1gc0Nc</a></p> <p>Audio Book FREE -  <a href="https://www.youtube.com/watch?v=hQDV9M7yeX4">https://www.youtube.com/watch?v=hQDV9M7yeX4</a></p>	<p>Good To Great – Jim Collins</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=Yk7bzZjOXaM&amp;t=1s">https://www.youtube.com/watch?v=Yk7bzZjOXaM&amp;t=1s</a> Audio Book FREE -  <a href="https://www.youtube.com/watch?v=WNJ6ZrfOCX8">https://www.youtube.com/watch?v=WNJ6ZrfOCX8</a></p>
<p>In Search of Excellence – Tom Peters &amp; Waterman</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=H_xZoFxiPT0">https://www.youtube.com/watch?v=H_xZoFxiPT0</a></p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=sWK9RwGTWNA">https://www.youtube.com/watch?v=sWK9RwGTWNA</a></p>	<p>Think &amp; Grow Rich: The Secret to Wealth Updated for the 21<sup>st</sup> Century – Napoleon Hill</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=Jwmxp2UNyVY">https://www.youtube.com/watch?v=Jwmxp2UNyVY</a></p> <p>Audio Book FREE -  <a href="https://www.youtube.com/watch?v=TMb0Ej5ofMU">https://www.youtube.com/watch?v=TMb0Ej5ofMU</a></p>
<p>The Effective Executive – Peter Drucker</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=UVYg6qQ2YK4">https://www.youtube.com/watch?v=UVYg6qQ2YK4</a></p> <p>Audio Book FREE -  <a href="https://www.youtube.com/watch?v=Ucdilms_XBM">https://www.youtube.com/watch?v=Ucdilms_XBM</a></p>	<p>Rich Dad, Poor Dad – Kyosaki</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=wuSgn8511fQ">https://www.youtube.com/watch?v=wuSgn8511fQ</a></p> <p>Audio Book FREE -  <a href="https://www.youtube.com/watch?v=q0Dwa7Bh-zE">https://www.youtube.com/watch?v=q0Dwa7Bh-zE</a></p>

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<p>Strengths Finder 2.0 – Tom Rath</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=qS1mT_NmDoM">https://www.youtube.com/watch?v=qS1mT_NmDoM</a></p>	<p>Awaken the Giant Within – Tony Robbins</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=kW-Mz0-zSUG">https://www.youtube.com/watch?v=kW-Mz0-zSUG</a></p>
<p>The 4 Hour Work Week – Tim Ferriss</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=j3TeLsaKzAM">https://www.youtube.com/watch?v=j3TeLsaKzAM</a></p> <p>Audio Book FREE -  <a href="https://www.youtube.com/watch?v=sSN7OFBPwYo">https://www.youtube.com/watch?v=sSN7OFBPwYo</a></p>	<p>Legacy: What the All Black's Can Teach Us About the Business of Life – James Kerr</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=7ncqQt4j_Cc">https://www.youtube.com/watch?v=7ncqQt4j_Cc</a></p>
<p>Chop Wood, Carry Water: How to Fall in Love with the Process of Becoming Great – Joshua Medcalf</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=vL1qpbTCmog">https://www.youtube.com/watch?v=vL1qpbTCmog</a></p>	<p>The Virgin Way – Richard Branson</p> <p>Audio Book FREE -  <a href="https://www.youtube.com/watch?v=5wz40rdz7i4">https://www.youtube.com/watch?v=5wz40rdz7i4</a></p>
<p>The Everything Store: Jeff Bezos and the Age of Amazon – Brad Stone</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=IDh2R6M6jfw">https://www.youtube.com/watch?v=IDh2R6M6jfw</a></p>	<p>Elon Musk – Ashlee Vance</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=rWU6tUISG9w">https://www.youtube.com/watch?v=rWU6tUISG9w</a></p>
<p>Shoe Dog: A Memoir by the Creator of Nike – Phil Knight</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=PHtFbB0Z_N4">https://www.youtube.com/watch?v=PHtFbB0Z_N4</a></p> <p>Audio Book FREE -  <a href="https://www.youtube.com/watch?v=565nBHNIInqI">https://www.youtube.com/watch?v=565nBHNIInqI</a></p>	<p>Our Iceberg is Melting – John Kotter (Change Management)</p> <p>Book Summary Video:  <a href="https://www.youtube.com/watch?v=Gh2xc6vXQgk">https://www.youtube.com/watch?v=Gh2xc6vXQgk</a></p>
<p>Leaders Eat Last – Simon Sinek</p>	

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Book Summary Video:







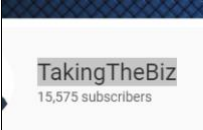
<https://www.youtube.com/watch?v=VZar2kAqyzQ>

Audio Book FREE -

<https://www.youtube.com/watch?v=xgiAqNSQ7gQ>

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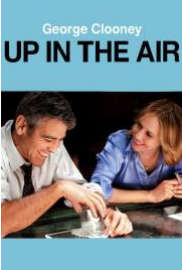

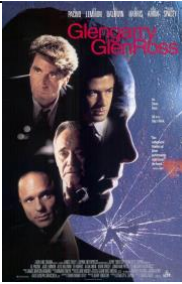

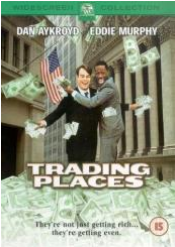
**Recommended websites/follow on Twitter/ Apps on your mobile**

 <p><a href="http://tutor2u.net">tutor2u.net</a>  <i>Best business website with everything you need to learn for Business A Level, presentations, videos, revision quizzes.</i></p>	 <p><a href="http://bbc.co.uk">bbc.co.uk</a>  <i>Best news website with everything you need to learn about what is going on in the world today</i></p>	 <p><a href="http://londonstockexchange.com">londonstockexchange.com</a>  <i>Best website with everything you need to learn about share prices and market capitalization.</i></p>
 <p><a href="http://beta.companieshouse.gov.uk/">beta.companieshouse.gov.uk/</a>  <i>Best website which allows you to research any registered Private Limited Company LTD in the UK.</i></p>	 <p><a href="http://www.ft.com/sites/numbers/economies/uk/">www.ft.com/sites/numbers/economies/uk/</a>  <i>Excellent website for researching the UK economy at a glance. The FT's one-stop overview of key economic data, including GDP, inflation, unemployment, the major business surveys, the public finances and house prices</i></p>	  <p><i>Best YouTube channel with wide range of revision videos on all business a level topics</i></p>


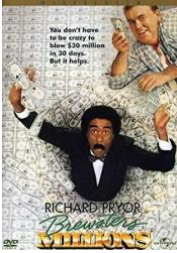

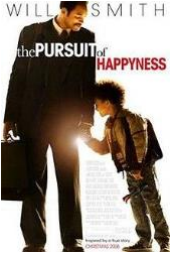
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## FILMS

Watch something about business on Netflix\*

	<p>1. <b><u>Up In The Air with George Clooney (2010):</u></b>  <i>Up in the Air is a 2009 American comedy-drama film directed by Jason Reitman and written by Reitman and Sheldon Turner, based on the career of J Weller. The story is centered on corporate "downsizer" Ryan Bingham (George Clooney) and his travels.</i></p> <p><b>Business reference: Human Resources, retrenchment</b></p>
	<p>2. <b><u>Enron: The Smartest Guys in the Room (2005):</u></b>  <i>The film examines the 2001 collapse of the Enron Corporation which resulted in criminal trials for several of the company's top executives during the ensuing Enron scandal it also shows the involvement of the Enron traders in the California electricity crisis.</i></p> <p><b>Business reference: Profit, Public Limited Companies, Stock market, insider trading</b></p>
	<p><b><u>Glenory Glen Ross" (1992)</u></b>  <i>This film follows the lives of four unethical Chicago real estate agents who are prepared to go to any lengths (legal or illegal) to unload undesirable real estate on unwilling prospective buyers.</i></p> <p><b>Business reference: Profit</b></p>
	<p>5. <b><u>Working Girl (1988)</u></b>  <i>This film showed the world that a woman could be just as successful and smart as any man in business. Today that seems like a given, but in 1988 it seems like it was still pretty revolutionary.</i></p> <p><b>Business reference: Human Resources, Motivation, Entrepreneur</b></p>
	<p>6. <b><u>Trading Places (1983):</u></b>  <i>Trading Places is a 1983 American comedy film directed by John Landis and starring Dan Aykroyd and Eddie Murphy. It tells the story of an upper-class commodities broker and a homeless street hustler whose lives cross paths when they are unknowingly made part of an elaborate bet.</i></p> <p><b>Business reference: profit, stock market</b></p>

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	<p>7. <b><u>How to Succeed in Business Without Really Trying (1967).</u></b>  <i>Pierpont Finch (Robert Morse) is a lowly window cleaner with dreams of making it big in the business world. After finding a copy of the book "How to Succeed in Business Without Really Trying," Finch decides to apply the tactics in the book to his own life.</i></p> <p><b>Business reference: entrepreneurial characteristics profit,</b></p>
	<p>5. <b><u>Brewster's Millions</u></b>  <i>After losing his position as a minor-league pitcher, Montgomery Brewster (Richard Pryor) learns his great-uncle has left him \$300 million. To inherit it, Brewster must spend \$30 million in 30 days under a complicated set of rules that forbid him from donating too much to charity or retaining any new assets when the period is up. Unable to share details about the will's odd conditions with anyone,</i></p> <p><b>Business reference: money, assets</b></p>
	<p>6. <b><u>The Founder</u></b>  <i>The true story of how Ray Kroc (Michael Keaton), a struggling salesman from Illinois, met Mac (John Carroll Lynch) and Dick McDonald (Nick Offerman), who were running a burger operation in 1950s Southern California. Kroc was impressed by the brothers' speedy system of making the food and saw franchise potential. Kroc soon maneuvers himself into a position to be able to pull the company from the brothers and create a multi-billion dollar empire.</i></p> <p><b>Business reference : Franchising</b></p>
	<p>7. <b><u>Pursuit of Happyness</u></b>  <i>The Pursuit of Happyness is a 2006 American biographical drama film based on entrepreneur Chris Gardner's nearly one-year struggle being homeless. Directed by Gabriele Muccino, the film features Will Smith as Gardner, a homeless salesman.</i></p> <p><b>Business reference : Entrepreneurial spirit, sales, finance</b></p>










\*Some of these films may include mature themes so please check the ratings before watching.



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## TV

The following television programmes are recommended for background business knowledge.

 <p><b>BBC News</b> Last news from around the world.</p>	 <p><b>BBC Panorama</b> British current affairs documentary programme</p>	 <p><b>BBC newnight</b> Key national and international news stories</p>
 <p><b>Dragons Den</b> Programme about entrepreneurs presenting their business ideas to gain funding from the Dragons. (Venture Capitalists)</p>	 <p><b>The Apprentice</b> Programme about entrepreneurs working in teams and being interviewed so they can gain backing of Sir Alan Sugar for their business idea.</p>	 <p><b>Question Time</b> Topical debate in which guests from the worlds of politics and the media answer questions posed by members of the public.</p>
 <p><b>Undercover Boss</b> A CEO goes undercover to find out how a large firm is running. There are both UK and USA versions. Check catchup TV or YouTube</p>	 <p><b>Inside the Factory</b> A fun insight into foods we eat and how they are made. Shows student the different production methods used.</p>	 <p><b>Only Fools and Horses</b> Bit of comedy. The original sole trader "Del Boy". Show goes through the trials and tribulations of Trotters Independent Traders!</p>

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## Financial Formulas you will learn!

### KEY FORMULAS

You could create your own revision cards to get started!

FORMULA
<p><b>BUSINESS BASICS</b></p> <ul style="list-style-type: none"> <li>• <b>Revenue (Sales or Turnover)</b> = Selling price per unit × Quantity of units sold</li> <li>• <b>Variable costs (Total variable costs)</b> = Variable cost per unit × Number of units sold</li> <li>• <b>Total costs</b> = Fixed costs + Variable costs</li> <li>• <b>Profit</b> = Total revenue – Total costs OR Total contribution – Fixed costs</li> </ul>
<p><b>Market capitalisation of a business =</b></p> <ul style="list-style-type: none"> <li>• Number of issued shares × Current share price</li> </ul>
<p><b>Expected value of a decision with two possible outcomes</b>  e.g. A &amp; B = (Pay-off of A × probability of A) + (Pay-off of B × probability of B)</p> <p><b>Net gain</b> = Expected value – Initial cost of decision</p>
<p><b>Market growth (%) =</b>  <math display="block">\frac{\text{Change in the size of the market over a period}}{\text{Original size of the market}} \times 100</math></p> <p>REMEMBER <math>\frac{\text{New} - \text{Old}}{\text{Old}} \times 100</math></p>
<p><b>Market share (%) =</b>  <math display="block">\frac{\text{Sales of one product OR brand OR business}}{\text{Total sales in the market}} \times 100</math></p>
<p><b>Added value =</b>  Sales revenue – costs of bought-in goods and services</p>
<p><b>Productivity =</b>  <math display="block">\frac{\text{Output}}{\text{Number of employees}} \text{ over a time period}</math></p>
<p><b>Average costs (average costs) =</b>  <math display="block">\frac{\text{Total costs}}{\text{Number of units of output}}</math></p>

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	<p><b>Capacity utilisation (%) =</b>  <math display="block">\frac{\text{Actual output}}{\text{Maximum possible output}} \times 100</math></p>
	<p><b>Return on investment (%) =</b>  <math display="block">\frac{\text{Profit from the investment (£)}}{\text{The investment (£)}} \times 100</math></p>
	<p><b>Gross Profit = Revenue* – Cost of Sales</b></p> <p><b>Profit from Operations = Operating profit = Gross profit – Operating Expenses</b></p> <p><b>Profit for year = Operating profit + Profit from other activities – Net finance costs – Tax</b></p> <p><i>* Can be called other things e.g. Turnover, Sales, Income all means the same thing</i></p>
	<p><b>Gross profit margin (%) =</b>  <math display="block">\frac{\text{Gross profit}}{\text{Revenue}} \times 100</math></p> <p><b>Profit from operations margin =</b>  <b>Operating profit margin (%) =</b>  <math display="block">\frac{\text{Operating profit}}{\text{Revenue}} \times 100</math></p> <p><b>Profit for year margin (%) =</b>  <math display="block">\frac{\text{Profit for year}}{\text{Revenue}} \times 100</math></p>
	<p><b>Variance = Budgeted figure – actual figure</b></p>
	<p><b>Contribution per unit = Selling price – Variable costs per unit</b></p> <p><b>Total contribution = Contribution per unit × Units sold</b></p> <p><b>Net contribution = Total revenue – Total variable costs</b></p>
	<p><b>Break-even output =</b>  <math display="block">\frac{\text{Fixed Costs}}{(\text{Selling Price} - \text{Variable Cost per unit})^*}</math></p> <p><i>*(Also known as Contribution per unit)</i></p> <p><b>Margin of safety = Actual level of output – Break-even level of output</b></p>
	
	<p><b>Labour turnover (%) =</b>  <math display="block">\frac{\text{Number of staff leaving}}{\text{Number of staff employed by the business}} \times 100</math></p>

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	<p><b>Employee retention rate (%) for a particular time period =</b></p> $\frac{\text{Number of employees who remained with the business for the whole period of time}}{\text{Number of employees at start of the time period}} \times 100$
	<p><b>Employee costs as percentage of turnover =</b></p> $\frac{\text{Employee costs}}{\text{Turnover}} \times 100$
	<p><b>Labour cost per unit =</b></p> $\frac{\text{Labour costs}}{\text{Units of output}}$
	<p><b>Return on capital employed (ROCE)(%) =</b></p> $\frac{\text{Operating profit}}{\text{Total equity + non-current liabilities}} \times 100$ <p><i>Where total equity + non-current liabilities = capital employed</i></p>
	<p><b>Current ratio =</b></p> $\frac{\text{Current assets}}{\text{Current liabilities}} : 1$
	<p><b>Gearing (%) =</b></p> $\frac{\text{Non-current liabilities}}{\text{Total equity + non-current liabilities}} \times 100$ <p><i>Where total equity + non-current liabilities = capital employed</i></p>
	<p><b>Payables days =</b></p> $\frac{\text{Payables}}{\text{Cost of sales}} \times 365$
	<p><b>Receivables days =</b></p> $\frac{\text{Receivables}}{\text{Revenue}} \times 365$
	<p><b>Inventory turnover =</b></p> $\frac{\text{Cost of sales}}{\text{Average inventories held}}$
	<p><b>Average rate of return (%) =</b></p> $\frac{\text{Average annual return (£)}}{\text{Initial cost of project (£)}} \times 100$

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