

Unit 2.1 Business growth -types of ownership and sources of finance

Subject content	What you need to learn	RAG	WWW	EBI
2.1.1 Business growth	The types of business ownership for growing businesses: <ul style="list-style-type: none"> public limited company (plc). 			
2.1.1 Business growth	Sources of finance for growing and established businesses: <ul style="list-style-type: none"> internal sources: retained profit, selling assets external sources: loan capital, share capital, including stock market flotation (public limited companies). 			
2.1.2 Changes in business aims and objectives	Why business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> in response to: market conditions, technology, performance, legislation, internal reasons. How business aims and objectives change as businesses evolve: <ul style="list-style-type: none"> focus on survival or growth entering or exiting markets growing or reducing the workforce increasing or decreasing product range. 			
2.1.3 Business and globalisation	The impact of globalisation on businesses: <ul style="list-style-type: none"> imports: competition from overseas, buying from overseas exports: selling to overseas markets changing business locations multinationals. Barriers to international trade: <ul style="list-style-type: none"> tariffs trade blocs. 			
2.1.3 Business and globalisation	How businesses compete internationally: <ul style="list-style-type: none"> the use of the internet and e-commerce changing the marketing mix to compete internationally. 			
2.1.4 Ethics, the environment and business	The impact of ethical and environmental considerations on businesses: <ul style="list-style-type: none"> how ethical considerations influence business activity: possible trade-offs between ethics and profit how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit the potential impact of pressure group activity on the marketing mix. 			
Test Score	What progress have I made? How do I know this?	WWW, EBI:		