

Applied Business: Unit 2 Dynamics

KNOWLEDGE ORGANISER

Overview

Business Dynamics

Human, physical and financial resources are essential for the success of business organisations. In this unit, you will investigate the factors contributing to the success of businesses, focussing on the role played by managers, supervisors and employees. You will consider how businesses organise themselves and you will develop your ability to analyse and evaluate the effectiveness of these organisational structures. You will investigate how businesses can gain a competitive advantage over other businesses, for example, through improving their operations, and the factors that determine the market share held by a business. You will then consider the role of management in improving the competitive position of businesses and how managers implement policies to improve the ways in which staff operates - individually and as part of the wider organisation. Finally, you will consider the potential for businesses to survive and grow by investigating the strengths, weaknesses, opportunities and threats of businesses.

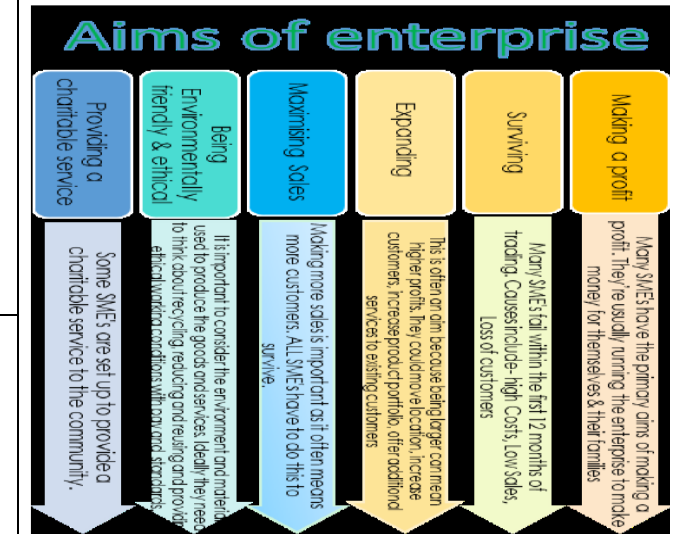
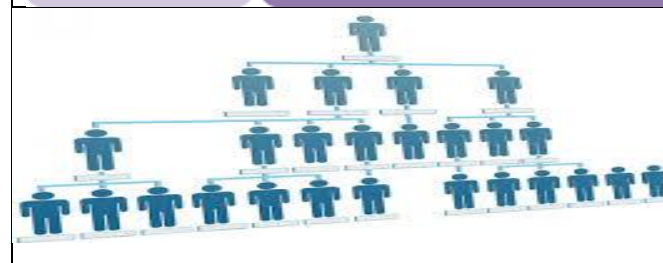
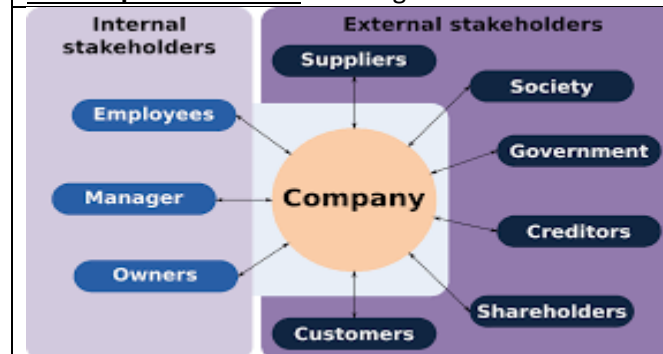


PO1: Understand Business Organisations

Aims: - Overall goal of the Business

Objectives: - Individual targets to meet the Aims of the business

Not for profit business – An organisation that exists for reasons other than profit – eg charities, social enterprises



PO3 & PO4: Business advantage & Business potential

Students will consider the Business (Beamish) Dynamics. You need to assess the competitive position of Beamish using Porters Five Forces and managerial policies and Will do a SWOT analysis on the Business



Porter's Five forces on competitive position



S	<p>Strengths of an enterprise</p> <ul style="list-style-type: none"> •They might keep customers satisfied. •They might have a good brand image & reputation. •They might offer a good quality service.
W	<p>Weaknesses of an enterprise</p> <ul style="list-style-type: none"> •Staff members might lack training. •Their improvement plan might not be effective. •They may not have the best resources. •They may not have high market share. •They may not have competitive edge.
O	<p>Opportunities the enterprise might want to exploit</p> <ul style="list-style-type: none"> •These are different for each enterprise depending on what their strengths and weaknesses are.
T	<p>Threats on an enterprise</p> <p>This is anything which might prevent success for example:</p> <ul style="list-style-type: none"> •Changes in trends/tastes •New competitors entering the market •Existing competitive changing what they do

Key terms –

Stakeholders – anyone that has an interest in the Business

Organisational structure -An organisational structure is a hierarchical outline of a company's roles, teams, and employees.

PO2: Business advantage

- Job vacancy occurs
- Job Description made
- Person Specification drawn up
- Job advert placed
- Applications received
- Short-listing
- Interviews held
- References required
- Job offered



Key words:
 Recruitment
 Selection
 Mintzberg
 Competitive advantage

Key terms
Recruitment & Selection – the process to hire the right candidate
Mintzberg organisational type – theorist that has come up with five different organizational types that can be applied to a business
Competitive advantage -Competitive advantage refers to factors that allow a company to produce goods or services better or more cheaply than its rivals



Important Vocabulary

Porter's five forces

SWOT Analysis

Evaluation

Management

External

Internal

Beamish

Applied

Tutor2U