Tick one box per statement: ☐ not yet ☐ nearly ☐ confident. 每条打一个勾：尚未掌握 / 快会了 / 有把握。

1. Understanding business activity 理解商业活动

1.1 Business activity 商业活动

- ☐☐☐ understand the purpose of business activity: combining factors of production (land, labour, capital, enterprise) to make goods and services that satisfy people's needs and wants
- ☐☐☐ understand the economic problem: needs and wants are unlimited but resources are scarce, so choices must be made
- ☐☐☐ understand opportunity cost: the next best alternative given up when a choice is made
- ☐☐☐ explain the concept of added value (selling price minus cost of bought-in materials) and how a business can increase added value
- ☐☐☐ understand why businesses succeed or fail (e.g. management skill, finance, competition)

1.2 Classification of businesses 企业的分类

- ☐☐☐ classify business activity into primary, secondary and tertiary sectors with examples
- ☐☐☐ understand the changing importance of business sectors (de-industrialisation) in developed and developing economies
- ☐☐☐ distinguish the private sector and the public sector and give the features of each

1.3 Enterprise, business growth and size 创业、企业成长与规模

- ☐☐☐ describe the characteristics of a successful entrepreneur (risk-taker, hard-working, innovative, confident, organised)
- ☐☐☐ explain the contents and purpose of a business plan and how it helps a business raise finance
- ☐☐☐ explain why and how governments support business start-ups (grants, loans, training, advice)
- ☐☐☐ measure the size of a business (number of employees, revenue/sales, capital employed) and the limitations of each measure
- ☐☐☐ explain why some businesses remain small and why/how businesses grow (internal/organic growth and external growth: mergers and takeovers, horizontal, vertical and conglomerate integration)
- ☐☐☐ explain economies and diseconomies of scale (purchasing, financial, managerial, technical, marketing)

1.4 Types of business organisation 企业组织的类型

- ☐☐☐ describe the features, advantages and disadvantages of sole traders, partnerships, private limited companies and public limited companies
- ☐☐☐ explain the difference between unlimited and limited liability and between incorporated and unincorporated businesses
- ☐☐☐ describe franchises, joint ventures and social enterprises and their advantages and disadvantages
- ☐☐☐ explain the features of public sector business organisations (public corporations)

1.5 Business objectives and stakeholder objectives 企业目标与利益相关者目标

- ☐☐☐ explain the objectives a business might have: survival, profit, growth, market share, customer service, social objectives

- ☐☐☐ explain the objectives of a social enterprise (economic, social and environmental)
- ☐☐☐ identify the main stakeholder groups (owners/shareholders, employees, customers, suppliers, government, local community, banks) and their objectives
- ☐☐☐ explain how and why stakeholder objectives may conflict

2. People in business 企业中的人

2.1 Motivating employees 激励员工

- ☐☐☐ explain why a well-motivated workforce is important (productivity, low absenteeism, low labour turnover)
- ☐☐☐ outline motivation theories: Taylor (money), Maslow (hierarchy of needs), Herzberg (hygiene factors and motivators)
- ☐☐☐ describe financial methods of motivation: wage (time/piece rate), salary, commission, bonus, profit sharing, fringe benefits
- ☐☐☐ describe non-financial methods: job rotation, job enrichment, job enlargement, autonomy, teamworking, training, opportunities for promotion

2.2 Organisation and management 组织与管理

- ☐☐☐ draw and interpret simple organisational charts; explain hierarchy, chain of command, span of control and delayering
- ☐☐☐ explain the role and functions of management (planning, organising, coordinating, commanding, controlling)
- ☐☐☐ describe leadership styles: autocratic, democratic and laissez-faire, and when each is appropriate
- ☐☐☐ explain the role of trade unions in business

2.3 Recruitment, selection and training of employees 员工的招聘、选拔与培训

- ☐☐☐ describe the recruitment process: job analysis, job description and person specification
- ☐☐☐ compare internal and external recruitment and selection methods (application forms, CVs, interviews, tests)
- ☐☐☐ describe types of training: induction, on-the-job and off-the-job, and their benefits/limitations
- ☐☐☐ explain why a business may need to reduce its workforce (redundancy and dismissal) and the legal controls over employment

2.4 Internal and external communication 内部与外部沟通

- ☐☐☐ explain the importance of effective communication and the features of good communication
- ☐☐☐ compare one-way and two-way communication and internal and external communication
- ☐☐☐ describe communication methods and barriers to effective communication and how to reduce them

3. Marketing 市场营销

3.1 Marketing, competition and the customer 营销、竞争与顾客

- ☐☐☐ explain the role of marketing: identifying and satisfying customer needs, maintaining/increasing sales and market share, building customer loyalty
- ☐☐☐ explain why customers are important and the costs of losing them
- ☐☐☐ distinguish niche and mass markets and explain market segmentation and its benefits

3.2 Market research 市场调研

- ☐☐☐ distinguish primary (field) and secondary (desk) market research and their methods
- ☐☐☐ explain sampling and the need for accurate, reliable data
- ☐☐☐ present and interpret market research data (tables, charts, graphs) to support decisions

3.3 Marketing mix 营销组合

- ☐☐☐ explain the four elements of the marketing mix (product, price, place, promotion)
- ☐☐☐ product: the product life cycle and extension strategies, branding and packaging
- ☐☐☐ price: pricing methods (cost-plus, penetration, skimming, competitive, promotional, dynamic) and influences on price
- ☐☐☐ place: channels of distribution (wholesaler, retailer, direct, e-commerce)
- ☐☐☐ promotion: advertising, sales promotion and the role of technology (internet, social media) in the marketing mix

3.4 Marketing strategy 营销战略

- ☐☐☐ explain how a marketing mix can be used to achieve marketing objectives
- ☐☐☐ explain legal controls related to marketing (consumer protection, misleading promotion)
- ☐☐☐ explain the opportunities and problems of entering new markets in other countries

4. Operations management 运营管理

4.1 Production of goods and services 商品与服务的生产

- ☐☐☐ describe the methods of production: job, batch and flow production, and their advantages/disadvantages
- ☐☐☐ explain productivity and how it can be increased
- ☐☐☐ explain lean production and just-in-time (JIT) inventory control and the management of inventory
- ☐☐☐ explain how technology has changed production

4.2 Costs, scale of production and break-even analysis 成本、生产规模与盈亏平衡分析

- ☐☐☐ classify costs into fixed, variable, total and average costs
- ☐☐☐ construct and interpret break-even charts; identify the break-even level of output and the margin of safety
- ☐☐☐ calculate and use break-even output, total revenue, total cost and profit; explain limitations of break-even analysis

4.3 Achieving quality production 实现优质生产

- ☐☐☐ explain why quality is important to a business
- ☐☐☐ distinguish quality control and quality assurance and the methods used to achieve quality

4.4 Location decisions 选址决策

- ☐☐☐ explain the factors affecting the location decision of a manufacturing business and a service business
- ☐☐☐ explain the factors a business considers when locating in another country and the role of legal controls

5. Financial information and decisions 财务信息与决策

5.1 Business finance: needs and sources 企业融资：需求与来源

- ☐☐☐ explain why businesses need finance (start-up capital, expansion, working capital, cash-flow problems)
- ☐☐☐ distinguish short-term and long-term finance and internal and external sources of finance
- ☐☐☐ describe sources of finance (retained profit, sale of assets, owners' savings, bank loan/overdraft, share issue, debentures, leasing, hire purchase, trade credit, microfinance, crowdfunding, government grants)
- ☐☐☐ explain the factors that influence the choice of source of finance

5.2 Cash-flow forecasting and working capital 现金流预测与营运资金

- ☐☐☐ explain the importance of cash and the difference between cash and profit
- ☐☐☐ construct, complete and interpret a cash-flow forecast (inflows, outflows, net cash flow, opening/closing balance)
- ☐☐☐ explain working capital and how a business can overcome cash-flow problems

5.3 Income statements 利润表

- ☐☐☐ identify the main features of an income statement: revenue, cost of sales, gross profit, expenses and profit for the year
- ☐☐☐ explain how income statements are used by stakeholders

5.4 Statement of financial position 财务状况表

- ☐☐☐ identify the main classifications in a statement of financial position: non-current and current assets, current and non-current liabilities, and owners' equity/capital
- ☐☐☐ explain how the statement of financial position is used

5.5 Analysis of accounts 账目分析

- ☐☐☐ calculate and interpret profitability ratios: gross profit margin, profit margin and return on capital employed (ROCE)
- ☐☐☐ calculate and interpret liquidity ratios: current ratio and acid test (quick) ratio
- ☐☐☐ explain how internal and external users use account analysis to make decisions

6. External influences on business activity 影响商业活动的外部因素

6.1 Economic issues 经济问题

- ☐☐☐ explain the business cycle (growth, boom, recession, slump/recovery) and its effects on business

- ☐☐☐ explain government economic objectives and how taxation, interest rates, inflation, unemployment and exchange rates affect business

6.2 Environmental and ethical issues 环境与伦理问题

- ☐☐☐ explain external costs and external benefits of business activity and the meaning of sustainable development
- ☐☐☐ explain how business activity can damage or protect the environment and the role of pressure groups
- ☐☐☐ explain ethical business behaviour and the possible conflict between ethics and profit

6.3 Business and the international economy 企业与国际经济

- ☐☐☐ explain globalisation, its importance to business and the reasons for it
- ☐☐☐ explain the role of multinational companies and their benefits and drawbacks to a country
- ☐☐☐ explain how changes in exchange rates affect businesses that import and export