

A LEVEL BUSINESS (9BS0)



**EXAM BOARD
EDEXCEL**



A LEVEL BUSINESS-EDEXCEL (9BS0)

Theme 1 –Marketing and People

Meeting customer needs

The Market

The Marketing Mix and Strategy

Managing People

Entrepreneurs and Leaders

Theme 2 –Managing Business Activities

Raising Finance

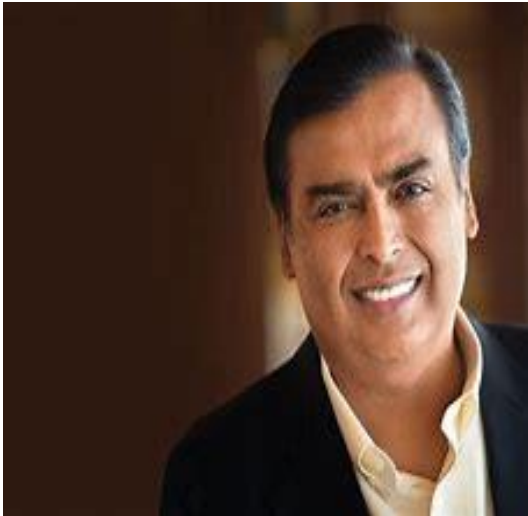
Financial Planning

Managing Finance

Resource Management

External Influences

Who are they?



Who are they?



Elon Musk-Tesla



**Sundar Pichai
CEO of Google**



**Francoise
Bettencourt
Meyers-Lloreal**



**Mukesh
Ambani-CEO of
Reliance
Industries LTD**

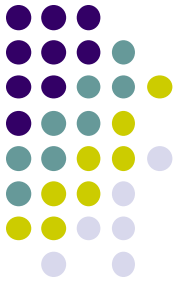


**Andy Jassy
CEO of amazon
(since 2021)**



**Reed Hastings-
Netflix founder
and CEO**

TOP 10 MOST VALUABLE COMPANIES



**Who are the biggest companies
In the world?**

TOP 10 MOST VALUABLE COMPANIES 2022



- 1-Apple (USA) Electronics \$2,64bln.**
- 2-Saudi Aramco (SAR)\$2.290 bln**
- 3-Microsoft (USA) \$2,054 bln.**
- 4-Alphabet Inc (USA) \$1.581 bln**
- 5-Amazon (USA) \$1.468bln**
- 6-Tesla (USA) \$1.038bln**
- 7-Berkshire Hathaway (USA) \$741bln**
- 8-Meta Platforms Inc \$500 bln**
- 9-Taiwan SemiConductor (Tai) 494.6 bln**
- 10-United Health Group (USA) 490.15bln**

TOP 10 MOST VALUABLE COMPANIES

What is meant by Most Valuable?

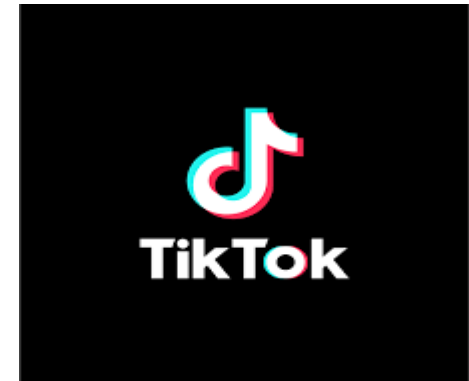
**What is the common Link between at least half of the
top Ten Companies?**

Dynamic Markets



https://www.youtube.com/watch?v=8MjIU4eq_A

*Imagine you are a mega rich
Where would you invest your money now?*



Methods of Growth



Twitter: Why was Elon Musk so keen on taking control

Managing People: Motivation



One of the main areas we study in year 12 Business is leadership and management

One key aspect of this is how to motivate your employees?

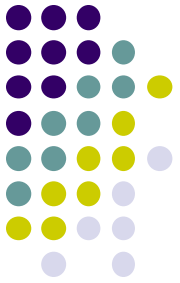
Motivation



Money is obviously important but are the best paid workers also the most motivated?

Write a list of at least six other factors that may motivate people at work-can you rank them in order of importance?

Motivation





Motivation

Enjoyment-Job Satisfaction

Opp for training-promotion

Power and status

Social and belonging

Work environment-Ergonomics and conditions

Fringe Benefits

Flexible Working

Job Rotation-variety

Promotion opps

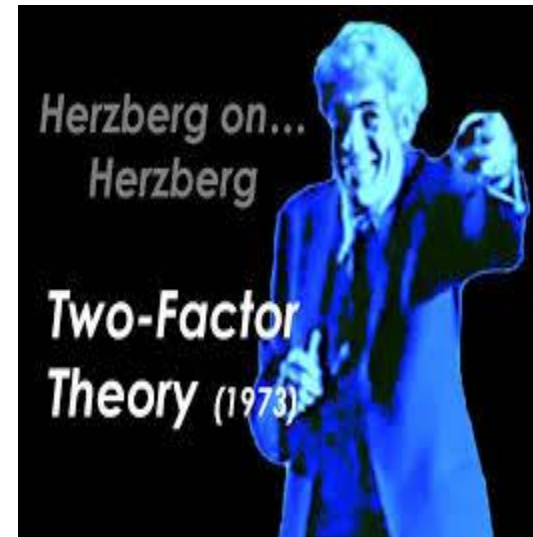
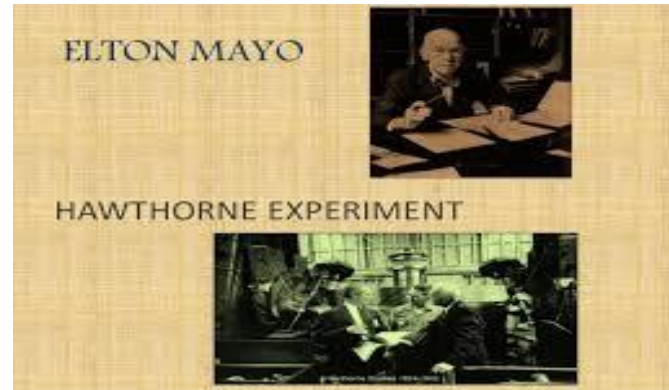
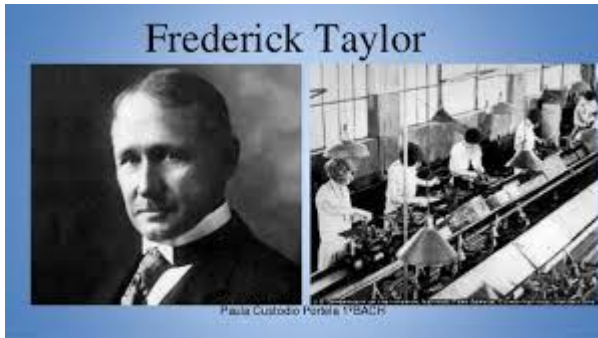
Fringe benefits-holiday time, gifts

Job enrichment-responsibility

Job Satisfaction

Teamwork-social factors

Motivation

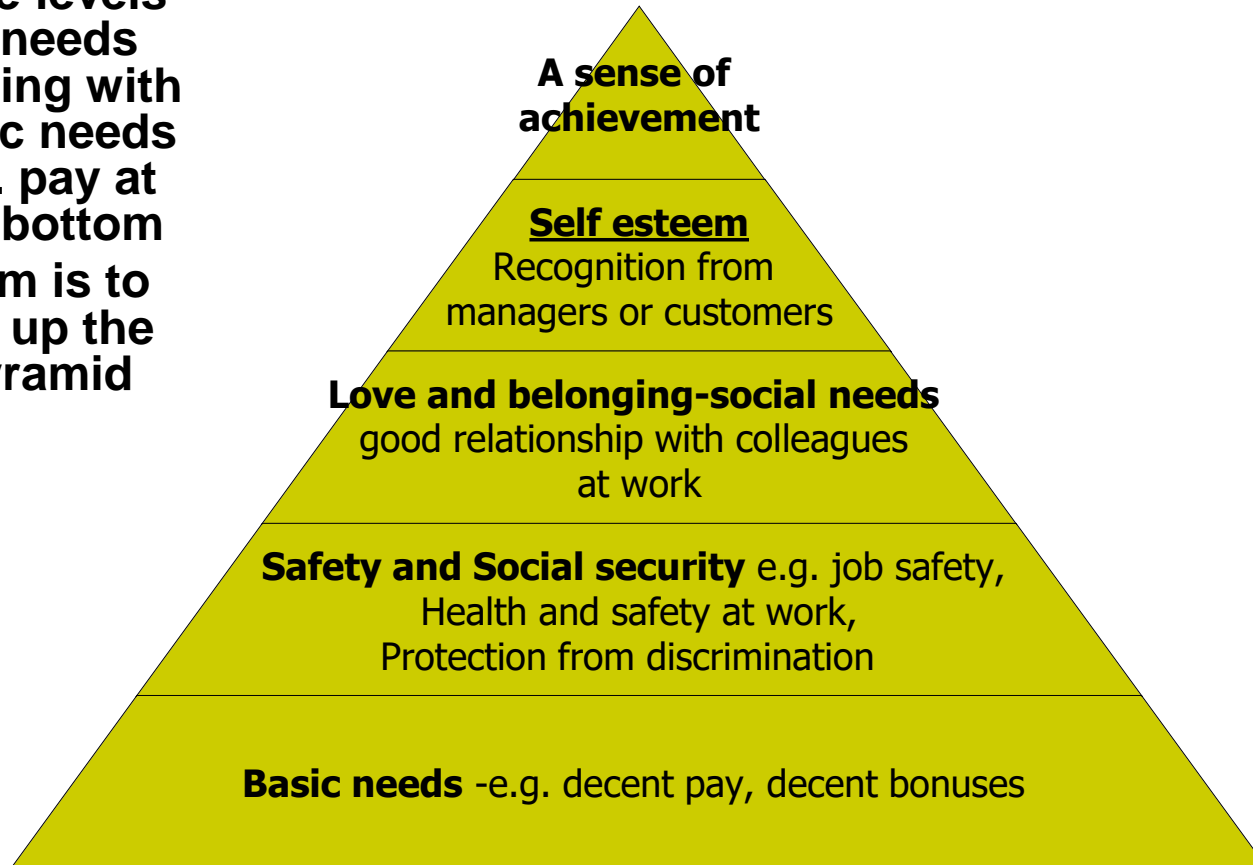


Motivating your staff

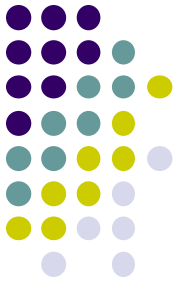
Maslow's Hierarchy of Needs



All workers
have levels
of needs
starting with
basic needs
e.g. pay at
the bottom
The aim is to
get up the
pyramid



Leadership



'Is there a Difference between a Leader and a Manager?

What is the difference between a leader and a manager?



Leaders and Managers



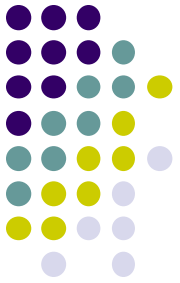
In effect

Good managers are organisers who get things done and achieve key business objectives (often set by leaders)

A good leader identifies the key overall issues facing the business and sets new objectives and provides a ***long term new vision***.

They may also have qualities that make people willing to trust and follow them

Leadership



‘Managers do things right

‘Leaders do the right thing’

Peter Drucker