

Y11 BUSINESS - INFLUENCES ON BUSINESS/INTERDEPENDENCE

A ETHICAL AND ENVIRONMENTAL

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| 1 | Ethics | The concept of what is morally right and wrong |
| 2 | Ethical marketing | Marketing activities that give customers information to make good choices, and promote the good choices of the business |
| 3 | Environment | The physical environment a business will use for production, raw materials etc. |
| 4 | Environmentally friendly | Describes consumers and business that make decisions to act in a sustainable way |
| 5 | Sustainability | Production that has limited impact on the environment and will replace what is used |
| 6 | Pollution | The damage of the land, air, waterways through business and consumer activity |

B THE ECONOMIC CLIMATE

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| 1 | Economic Climate | Refers to the state of the country in relation to income and unemployment |
| 2 | Income | The amount of money an individual receives from work |
| 3 | Disposable Income | The amount of money an individual has left to spend once all bills have been deducted |
| 4 | Customers | Buyers of goods and services from a business |
| 5 | GDP | The value of all finished goods and services within a country at a given point in time |
| 6 | Unemployment | The number/percentage of people that are not in work at a given moment in time. |

C GLOBALISATION

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| 1 | Globalisation | The process by which business activity around the world has become increasingly interconnected |
| 2 | International branding | Creating an image or values for a product/service in different countries that is recognisable around the world |
| 3 | Multinational | Businesses that have operations in multiple countries |
| 4 | Productivity | A measure of output of each worker |

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| 5 | Free Trade | The removal of restrictions of trade between countries |
| 6 | Tariffs | A tax on trade of goods and services between countries |
| 7 | Quotas | A limit to the number of goods/services that can be imported from a foreign country |
| 9 | Competition | The number of businesses that are selling similar goods and services |
| 10 | Import | A good/service being brought into a country from another |
| 11 | Export | A good/service being sold to a different county |

D INTERDEPENDENCE

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|---|-------------------|--|
| 1 | Finance | Responsible for the control of money in a business |
| 2 | Operations | Responsible for the production/provision of a good/service by a business |
| 3 | HR | Responsible for the recruitment, communication, motivation and training of staff |
| 4 | Marketing | Finding the needs of consumers and demonstrating how a business meets those needs |
| 5 | Business function | An area of a business responsible for certain activities i.e. finance, HR |
| 6 | Interdependence | The dependence of two or more businesses or business functions on one another. |
| 7 | Risk | The possibility of having lower than expected profits from an activity |
| 8 | Reward | The financial gain for the business and its owners from risking investment into business activity. |