

1.3 Setting Aims and Objectives

AQA GCSE 9-1

The purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.

Key Learning Question	Notes	Self-assessment	Revised
Understand the main aims and objectives for businesses: survival, profit maximisation, growth (domestic and international), market share, customer satisfaction, social and ethical objectives and shareholder value.			
Understand the role of objectives in running a business.			
Understand how and why the objectives set will differ between businesses (reasons include the size of the business, level of competition faced and type of business).			
Understand how and why the objectives set may change as businesses evolve. Students should consider how the objectives of larger more established businesses might differ from smaller start-up businesses, e.g. becoming the dominant business in the market, international expansion, increasing shareholder value and ethical and environmental considerations.			
Understand the success of a business can be measured in other ways than profit.			

Key Skills

- Application of case studies
- Literacy: Extended writing and exam questions
- Analysis

Key words

- aims and objectives
- survival
- profit maximisation
- growth (domestic and international)
- market share
- customer satisfaction
- social and ethical objectives
- shareholder value

Target grade: _____

Working at grade: _____

Targets to improve:

1)

2)