

Business Step Up Work

5

People: Research **5 Motivational Theories**.

Briefly explain the theory using an illustration or diagram to support.

Year 1 theorists include: Taylor, Maslow and Herzberg

4

Marketing: There are 4 main parts of the **Boston Matrix**

Draw the matrix, explain each area and apply it to either Apple, Coca Cola or Kellogg

Leadership: There are many different **styles of Leadership**.

e.g. Authoritarian, Paternalistic, Democratic & Laissez Faire.

Choose 3 styles,

read about each,

then tweet (500 letter character limit)

a definition,

an advantage &

a disadvantage

for the most effective style.

3

External Influences:

Watch/listen to the news for at least two weeks.

Find two newspaper articles that will have a positive or negative impact on UK Business. Be ready to discuss in September

2

Reminder: KAPANE exam technique

K – Knowledge e.g. Key Terms, theories

AP – Application e.g. Real Business Examples, Calculations

AN – Analysis e.g. positives & negatives, strengths & weaknesses.

E – Evaluation e.g. Recommend, Question – What if?

Stakeholders:

To what extent do you agree with this view?

'Every business creates, and sometimes destroys, value for customers, suppliers, employees, communities and financiers. The idea that business is about maximising profits for shareholders is outdated and doesn't work very well, as the recent global financial crisis has taught us. The task of executives is to create as much value as possible for stakeholders without resorting to trade-offs. Great companies endure because they manage to get stakeholder interests aligned in the same direction.'

Source: Ed Freeman on Stakeholder Management, <http://redwardfreeman.com>

1. Answer the following question

If a business is failing, should short term profits and survival become more important objectives than its obligations to other stakeholder groups?

Try to explain the reasoning behind your answer (16 marks)

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