



# Edexcel GCSE Business Teaching and Revision Essentials



# Edexcel GCSE Business








## Teaching and Revision Essentials


Titles contained within this booklet have been compiled to support the teaching and learning of the Edexcel GCSE Business specification. The playlists can be accessed by teachers as well as students wishing to guide their exam revision.

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## The dynamic nature of business



Title	Series	Length	Description	Link
 Features of Businesses	Exploring Business	8 min	This video explores organisational purpose, structure and objectives through the eyes of four operators in very different Australian and UK-based business environments, with engaging and insightful case studies.	<a href="https://clickv.ie/w/JuJl">https://clickv.ie/w/JuJl</a>
 Selling Products Globally	Business without Borders	10 min	In this video, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) provide insights into different factors that determine products, their pricing and positioning in global markets.	<a href="https://clickv.ie/w/MxJl">https://clickv.ie/w/MxJl</a>
 Customer Needs, Expectations and Perceptions		23 min	This film covers the research tools and methods used in business and industry by organisations wanting to build a profile of their customer base's needs, expectations and perceptions. It features interviewees from business, industry and government.	<a href="https://clickv.ie/w/hyJl">https://clickv.ie/w/hyJl</a>
 Generating and Protecting Business Ideas	Understanding Business Studies	20 min	This video features entrepreneurs including Philip 'Pantsman' Taylor, Sir James Dyson and patent lawyer Carin Burchill discussing topics such as sources and development of business ideas, spotting trends and finding a niche market, copyright and patents and trademarks.	<a href="https://clickv.ie/w/ivJl">https://clickv.ie/w/ivJl</a>
 Starting Up	Small Business Management	26 min	This video investigates what it takes to be a small business owner, including legal implications, product demand and niche markets, making a business profitable and the importance choosing the correct name for your business.	<a href="https://clickv.ie/w/avJl">https://clickv.ie/w/avJl</a>
 Exploring the Problem	Designing Our Food Future	8 min	This video explores how food businesses choose a real-world problem, such as sustainability or food waste, to focus on and what the initial steps in the food design process to turn the bud of an idea into a feasible concept are.	<a href="https://clickv.ie/w/czJl">https://clickv.ie/w/czJl</a>
 Be Your Own Boss - Episode 1	Be Your Own Boss	58 min	In this series, entrepreneur Richard Reed, the man behind Innocent Drinks, is on the hunt for the next generation of start-up superstars. He has set aside up to a million pounds to invest in big ideas. Richard selects the first three bright ideas he is willing to risk big money on.	<a href="https://clickv.ie/w/kvJl">https://clickv.ie/w/kvJl</a>

	Various episodes	Dragon's Den	59 min/ episode	In this series, budding entrepreneurs get three minutes to pitch their business ideas to five multi-millionaires willing to invest their own cash.	<a href="https://clickv.ie/w/63tl">https://clickv.ie/w/63tl</a>
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View the playlist for The dynamic nature of business at:  
<https://clickv.ie/w/OVJl>






## Risk and reward

Title	Series	Length	Description	Link
 Critical Issues in Business: Success and Failure		17 min	This video features business experts from a range of industries discussing the importance of the business plan, financing and budgeting, management of staff, SWOT and trend analysis, investment in technology and identifying competitive advantage in the market.	<a href="https://clickv.ie/w/JwJl">https://clickv.ie/w/JwJl</a>
 Business Planning		21 min	This interview-driven film looks at important aspects of business planning including the business idea, aims and objectives, legal structures, the marketing plan and financial planning, and explains why business planning is crucial to success and sustainability.	<a href="https://clickv.ie/w/2vJl">https://clickv.ie/w/2vJl</a>
 Evaluating Business Performance: Small Business Case Studies		32 min	In this video, the owners of three businesses talk frankly about profitability, liquidity, efficiency and stability, providing a thorough understanding of how to evaluate business performance.	<a href="https://clickv.ie/w/XzJl">https://clickv.ie/w/XzJl</a>
 CSR and the Triple Bottom Line	Corporate Social Responsibility	7 min	This video explores the three interrelated areas by which modern companies should measure their success: people, planet and profit. It provides valuable insight into how the triple bottom line affects business operations in the multi-national retailer Marks & Spencer.	<a href="https://clickv.ie/w/DvJl">https://clickv.ie/w/DvJl</a>
 Enterprise and Entrepreneurs		31 min	This video features four entrepreneurs talking about their motives, experiences and when they had their 'eureka' moment. Topics discussed include the motives and traits of entrepreneurs, risks and rewards, developing business plans and sources of support and guidance.	<a href="https://clickv.ie/w/bvJl">https://clickv.ie/w/bvJl</a>
 Effective Budgeting for Business		26 min	This video explores the extent to which a number of businesses prepare budgets for cash, profit and position. It examines the use of budgeted information to create opportunities for business success in the future.	<a href="https://clickv.ie/w/WzJl">https://clickv.ie/w/WzJl</a>

	Financial Management and the Planning Cycle		16 min	This video, featuring KPMG's Ben Skarrasbrek and Alexi Terrovex, looks in-depth at the planning cycle, from addressing the financial position and developing a business plan, through cash flows and financial reporting, to maintaining controls and minimising risk.	<a href="https://clickv.ie/w/OwJl">https://clickv.ie/w/OwJl</a>
	Business Studies	BBC Bitesize	30 min	Guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>

View the playlist for Risk and reward at:  
<https://clickv.ie/w/NVJl>

### The role of business enterprise

Title	Series	Length	Description	Link
 Enterprise and Entrepreneurship		19 min	This video follows the fictional story of Olive Bushel, a young woman with a passion for social media, as she starts her own e-business. It also features small business owners who share their personal insights into the challenges and rewards of becoming an entrepreneur.	<a href="https://clickv.ie/w/OuJl">https://clickv.ie/w/OuJl</a>
 Enterprise and Entrepreneurs		31 min	This video features four entrepreneurs talking about their motives, experiences and when they had their 'eureka' moment. Topics discussed include the motives and traits of entrepreneurs, risks and rewards, developing business plans and sources of support and guidance.	<a href="https://clickv.ie/w/bvJl">https://clickv.ie/w/bvJl</a>
 Features of Businesses	Exploring Business	8 min	This video explores organisational purpose, structure and objectives through the eyes of four operators in very different Australian and UK-based business environments, with engaging and insightful case studies.	<a href="https://clickv.ie/w/JuJl">https://clickv.ie/w/JuJl</a>
 Business Studies	BBC Bitesize	30 min	Guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
 Customer Needs, Expectations and Perceptions		23 min	This film covers the research tools and methods used in business and industry by organisations wanting to build a profile of their customer base's needs, expectations and perceptions. It features interviewees from business, industry and government.	<a href="https://clickv.ie/w/hyJl">https://clickv.ie/w/hyJl</a>

View the playlist for The role of business enterprise at:  
<https://clickv.ie/w/MVJl>



# Spotting a business opportunity

## Customer needs

Title	Series	Length	Description	Link
 Customer Needs, Expectations and Perceptions		23 min	This film covers the research tools and methods used in business and industry by organisations wanting to build a profile of their customer base's needs, expectations and perceptions. It features interviewees from business, industry and government.	<a href="https://clickv.ie/w/hyJl">https://clickv.ie/w/hyJl</a>
 Enterprise and Entrepreneurs		31 min	This video features four entrepreneurs talking about their motives, experiences and when they had their 'eureka' moment. Topics discussed include the motives and traits of entrepreneurs, risks and rewards, developing business plans and sources of support and guidance.	<a href="https://clickv.ie/w/bvJl">https://clickv.ie/w/bvJl</a>
 Selling Products Globally	Business without Borders	10 min	In this video, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) provide insights into different factors that determine products, their pricing and positioning in global markets.	<a href="https://clickv.ie/w/MxJl">https://clickv.ie/w/MxJl</a>
 Business Basics		17 min	This film provides an excellent introduction to Business Studies by covering a range of basic economic concepts, including the primary, secondary and tertiary sectors of the economy, factors of production and markets.	<a href="https://clickv.ie/w/TuJl">https://clickv.ie/w/TuJl</a>
 Business Studies	BBC Bitesize	30 min	Guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
 Porter's Generic Strategies	Strategic Tools for Business	7 min	This video introduces Porter's Generic Strategies and how they can help a business achieve competitive advantage. Real-life case studies show how different businesses implement different strategies and the effect this has on their position within their industries.	<a href="https://clickv.ie/w/CvJl">https://clickv.ie/w/CvJl</a>
 M&S: 135 Years of Quality		46 min	In this documentary, Fiona Phillips investigates why people are falling out of love with multi-national retailer Marks & Spencer, speaking to former staff from the shop floor to the boardroom and shoppers.	<a href="https://clickv.ie/w/CwJl">https://clickv.ie/w/CwJl</a>







View the playlist for Customer needs at:

<https://clickv.ie/w/KVJl>

Title	Series	Length	Description	Link
 Market Analysis		34 min	This film examines market analysis tools, including PESTLE, SWOT, the Boston matrix, product life cycle and Ansoff's box, and how they are applied. A range of industry experts and a number of business operators provide unique insights into market analysis at work.	<a href="https://clickv.ie/w/SyJl">https://clickv.ie/w/SyJl</a>
 Marketing, Research and Segmentation	Introduction to Marketing Series	20 min	This video provides clear explanations of marketing, research and segmentation, quantitative and qualitative research, and highlights the importance of sampling techniques and effective questionnaire design.	<a href="https://clickv.ie/w/MyJl">https://clickv.ie/w/MyJl</a>
 Researching Global Markets	Business without Borders	10 min	In this video, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) explore key areas to consider when identifying global markets, such as demographics, culture and religion, politics, economics and law.	<a href="https://clickv.ie/w/NxJl">https://clickv.ie/w/NxJl</a>
 Porter's Generic Strategies	Strategic Tools for Business	7 min	This video introduces Porter's Generic Strategies and how they can help a business achieve competitive advantage. Real-life case studies show how different businesses implement different strategies and the effect this has on their position within their industries.	<a href="https://clickv.ie/w/CvJl">https://clickv.ie/w/CvJl</a>
 SWOT Analysis	Strategic Tools for Business	7 min	This video introduces the SWOT analysis and how it provides an understanding of an organisation's strengths, weaknesses, opportunities and threats. Real-life examples show SWOT analysis can be applied in practice and why it is beneficial for strategic planning.	<a href="https://clickv.ie/w/luJl">https://clickv.ie/w/luJl</a>
 Critical Issues in Business: Success and Failure		17 min	This video features business experts from a range of industries discussing the importance of the business plan, financing and budgeting, management of staff, SWOT and trend analysis, investment in technology and identifying competitive advantage in the market.	<a href="https://clickv.ie/w/JwJl">https://clickv.ie/w/JwJl</a>
 Starting Up	Small Business Management	26 min	This video investigates what it takes to be a small business owner, including legal implications, product demand and niche markets, making a business profitable and the importance choosing the correct name for your business.	<a href="https://clickv.ie/w/avJl">https://clickv.ie/w/avJl</a>
 Research and Planning	Creating Apps	21 min	This video looks at where to get ideas for an app, essential market research, the importance of content research, and good project planning. It features interviews with leading developers, designers and directors from Tinman Games, AppsCore and Go Button.	<a href="https://clickv.ie/w/UyJl">https://clickv.ie/w/UyJl</a>


View the playlist for Market research at:  
<https://clickv.ie/w/JVJl>

**Market segmentation**

Title	Series	Length	Description	Link
 What Is Marketing?	Introduction to Marketing Series	23 min	This video clearly defines marketing and explains its role within business. It also explains how the marketing function interrelates with the other functions of business such as finance, production and human resources.	<a href="https://clickv.ie/w/LyJl">https://clickv.ie/w/LyJl</a>
 Marketing, Research and Segmentation	Introduction to Marketing Series	20 min	This video provides clear explanations of marketing, research and segmentation, quantitative and qualitative research, and highlights the importance of sampling techniques and effective questionnaire design.	<a href="https://clickv.ie/w/MyJl">https://clickv.ie/w/MyJl</a>
 Porter's Generic Strategies	Strategic Tools for Business	7 min	This video introduces Porter's Generic Strategies and how they can help a business achieve competitive advantage. Real-life case studies show how different businesses implement different strategies and the effect this has on their position within their industries.	<a href="https://clickv.ie/w/CvJl">https://clickv.ie/w/CvJl</a>
 Customer Needs, Expectations and Perceptions		23 min	This film covers the research tools and methods used in business and industry by organisations wanting to build a profile of their customer base's needs, expectations and perceptions. It features interviewees from business, industry and government.	<a href="https://clickv.ie/w/hyJl">https://clickv.ie/w/hyJl</a>
 Episode 2: Marketing Mess-Ups	Business Nightmares with Evan Davis	1 hr	In this video, Evan Davis reveals how marketing and publicity plans can turn clever ideas into commercial catastrophes with British business leaders.	<a href="https://clickv.ie/w/RyJl">https://clickv.ie/w/RyJl</a>
 The Marketing Manager	Making Movies	3 min	In this video, Heilan Bolton talks about the importance of identifying and understanding target audiences when marketing films.	<a href="https://clickv.ie/w/NyJl">https://clickv.ie/w/NyJl</a>

View the playlist for Market segmentation at:

<https://clickv.ie/w/IVJl>**The competitive environment**

Title	Series	Length	Description	Link
 Microeconomics: Understanding the Market System		20 min	This programme introduces key concepts such as the market system, the law of demand and supply, price elasticity, market structures, market failures and government response. It features clear explanations, excellent graphics and examples from all over the world.	<a href="https://clickv.ie/w/ayJl">https://clickv.ie/w/ayJl</a>



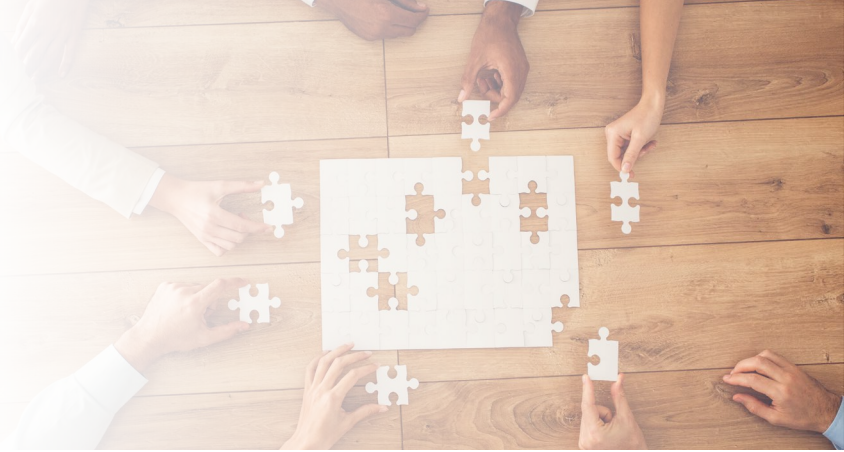
## Edexcel GCSE Business **Spotting a business opportunity**

	Researching Global Markets	Business without Borders	10 min	In this video, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) explore key areas to consider when identifying global markets, such as demographics, culture and religion, politics, economics and law.	<a href="https://clickv.ie/w/NxJl">https://clickv.ie/w/NxJl</a>
	PESTLE Analysis	Strategic Tools for Business	8 min	This video explores the PESTLE analysis and how it considers external political, economic, social, technological, legal and environmental/ethical factors. Real case studies show how PESTLE can be applied in practice and its usefulness in strategic decision-making.	<a href="https://clickv.ie/w/UuJl">https://clickv.ie/w/UuJl</a>
	SWOT Analysis	Strategic Tools for Business	7 min	This video introduces the SWOT analysis and how it provides an understanding of an organisation's strengths, weaknesses, opportunities and threats. Real-life examples show SWOT analysis can be applied in practice and why it is beneficial for strategic planning.	<a href="https://clickv.ie/w/lUJl">https://clickv.ie/w/lUJl</a>
	Porter's Generic Strategies	Strategic Tools for Business	7 min	This video introduces Porter's Generic Strategies and how they can help a business achieve competitive advantage. Real-life case studies show how different businesses implement different strategies and the effect this has on their position within their industries.	<a href="https://clickv.ie/w/CvJl">https://clickv.ie/w/CvJl</a>
	Critical Issues in Business: Success and Failure		17 min	This video features business experts from a range of industries discussing the importance of the business plan, financing and budgeting, management of staff, SWOT and trend analysis, investment in technology and identifying competitive advantage in the market.	<a href="https://clickv.ie/w/JwJl">https://clickv.ie/w/JwJl</a>
	Business Studies	BBC Bitesize	30 min	This video is a guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
	Competitive Marketing in Tourism		27 min	This programme explores how adopting a market orientation enables a destination to better meet the needs of the potential tourist and adapt accordingly to the dynamic nature of the tourism industry.	<a href="https://clickv.ie/w/cyJl">https://clickv.ie/w/cyJl</a>
	Inside Tesco: Britain's Biggest Supermarket		45 min	In this documentary, Fiona Phillips checks out the state of health of Britain's most successful supermarket chain, Tesco, which is used by nearly one third of the population.	<a href="https://clickv.ie/w/dyJl">https://clickv.ie/w/dyJl</a>







View the playlist for The competitive environment at:

<https://clickv.ie/w/HVJl>

# Putting a business idea into practice








## Business aims and objectives

Title	Series	Length	Description	Link
 Features of Businesses	Exploring Business	8 min	This video explores organisational purpose, structure and objectives through the eyes of four operators in very different Australian and UK-based business environments, with engaging and insightful case studies.	<a href="https://clickv.ie/w/JuJI">https://clickv.ie/w/JuJI</a>
 Business Strategy		18 min	This video, featuring a range of individuals experienced in developing and implementing business strategies, discusses topics including mission statements, aims and objectives, business culture, measuring success and growth.	<a href="https://clickv.ie/w/BvJI">https://clickv.ie/w/BvJI</a>
 Porter's Generic Strategies	Strategic Tools for Business	7 min	This video introduces Porter's Generic Strategies and how they can help a business achieve competitive advantage. Real-life case studies show how different businesses implement different strategies and the effect this has on their position within their industries.	<a href="https://clickv.ie/w/CvJI">https://clickv.ie/w/CvJI</a>
 CSR and the Triple Bottom Line	Corporate Social Responsibility	7 min	This video explores the three interrelated areas by which modern companies should measure their success: people, planet and profit. It provides valuable insight into how the triple bottom line affects business operations in the multi-national retailer Marks & Spencer.	<a href="https://clickv.ie/w/DvJI">https://clickv.ie/w/DvJI</a>
 Starting Up	Small Business Management	26 min	This video investigates what it takes to be a small business owner, including legal implications, product demand and niche markets, making a business profitable and the importance choosing the correct name for your business.	<a href="https://clickv.ie/w/avJI">https://clickv.ie/w/avJI</a>
 Starting an Online Business		21 min	This interview-based production introduces viewers to a range of online business models, outlines how to create a business plan, set up and operate a business, as well as industry advice on avoiding common pitfalls.	<a href="https://clickv.ie/w/_uJI">https://clickv.ie/w/_uJI</a>
 Business Studies	BBC Bitesize	30 min	This video is a guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJI">https://clickv.ie/w/LuJI</a>




View the playlist for Business aims and objectives at:  
<https://clickv.ie/w/FVJI>

Title	Series	Length	Description	Link
 Income Statements	Financial Reporting for Business	4 min	This short video introduces the income statement, with visual examples and succinct explanations by industry experts explaining how revenue and expenses are reported and the importance of the resulting statement for stakeholders.	<a href="https://clickv.ie/w/0zJl">https://clickv.ie/w/0zJl</a>
 Income Statements: Revenue, Expenses and Profit	Financial Reporting for Business	5 min	This video provides accessible and contextual definitions by industry experts of three key accounting terms - revenue, expenses and profit - and how these factors interrelate in income statement calculations.	<a href="https://clickv.ie/w/1zJl">https://clickv.ie/w/1zJl</a>
 Balance Sheets	Financial Reporting for Business	5 min	This short yet comprehensive video introduces the balance sheet as a snapshot measure of what a business owns and owes, with visual examples of a working balance sheet and discussion of its importance and applications courtesy of industry experts.	<a href="https://clickv.ie/w/vzJl">https://clickv.ie/w/vzJl</a>
 Balance Sheets: Assets and Liabilities	Financial Reporting for Business	6 min	This short video, featuring clear and concise definitions from industry experts, explains the difference between current and non-current assets and liabilities, and what significance the monetary values placed on these items have on a business's financial position.	<a href="https://clickv.ie/w/wzJl">https://clickv.ie/w/wzJl</a>
 The Income Statement: Profit and Loss Accounts		19 min	In this video, The University of Westminster's Jonathan Pike explains the different components of financial activity and analysis arising from profit and loss accounts, including total turnover, gross profit, operating profit, interest and tax, dividends and retained profit.	<a href="https://clickv.ie/w/QzJl">https://clickv.ie/w/QzJl</a>
 The Bottom Line: Balance Sheets and P&Ls		27 min	This video explores balance sheets, assets, liabilities and owners' equity, profit and loss statements and gross and net profit, referring to real-life case studies from The Agni, an Indian restaurant in the UK, and Globe, a streetwear and sports wholesaler in Australia.	<a href="https://clickv.ie/w/RzJl">https://clickv.ie/w/RzJl</a>
 The Balance Sheet		16 min	In this video, senior lecturer from Westminster University Jonathan Pike takes us through what a balance sheet is and the purpose it serves, assets, debtors and creditors, net current assets, capital employed, sources of finance and balancing.	<a href="https://clickv.ie/w/mzJl">https://clickv.ie/w/mzJl</a>
 Financial Reporting for Business		26 min	This video explores the content and format of the three key accounting reports: the cash flow statement, profit and loss statement and balance sheet, with insights from real business owners and managers about how these reports are used for analysis and decision making.	<a href="https://clickv.ie/w/SzJl">https://clickv.ie/w/SzJl</a>
 Ratio Analysis		35 min	This film looks at ratio analysis in business. Featuring Barry Morse from the Cardiff Business School, it explores the key areas of liquidity, profitability, efficiency, gearing and investor ratios and how different metrics can be used to analysis the state of a business.	<a href="https://clickv.ie/w/VzJl">https://clickv.ie/w/VzJl</a>







	Effective Budgeting for Business		26 min	This video explores the extent to which a number of businesses prepare budgets for cash, profit and position. It examines the use of budgeted information to create opportunities for business success in the future.	<a href="https://clickv.ie/w/WzJl">https://clickv.ie/w/WzJl</a>
	Financial Management and the Planning Cycle		16 min	This video, featuring KPMG's Ben Skarrasbrek and Alexi Terrovex, looks in-depth at the planning cycle, from addressing the financial position and developing a business plan, through cash flows and financial reporting, to maintaining controls and minimising risk.	<a href="https://clickv.ie/w/OwJl">https://clickv.ie/w/OwJl</a>
	Trouble At Tesco	Panorama	29 min	In this episode, Kamal Ahmed investigates what's really gone wrong inside Tesco as it faces a criminal investigation over its accounting practices, resulting in result in its losing customers, its share price falling and its profits taking a tumble.	<a href="https://clickv.ie/w/ZzJl">https://clickv.ie/w/ZzJl</a>
	Tesco Profits Rise	BBC News at One	2 min	This BBC News report looks into Tesco's turnaround in profits, following a massive accounting scandal.	<a href="https://clickv.ie/w/-zJl">https://clickv.ie/w/-zJl</a>
	Inside Tesco: Britain's Biggest Supermarket		45 min	In this documentary, Fiona Phillips checks out the state of health of Britain's most successful supermarket chain, Tesco, which is used by nearly one third of the population.	<a href="https://clickv.ie/w/dyJl">https://clickv.ie/w/dyJl</a>

View the playlist for Business revenue, costs and profits at:  
<https://clickv.ie/w/EVJl>

## Cash and cash-flow








Title	Series	Length	Description	Link
 Cash Flow	Financial Reporting for Business	6 min	This video highlights the integral nature of cash flow for successful business operations and explores the difference between cash and profit, the types of expenses and revenues that constitute outflows and inflows, and the importance of a cash flow statement.	<a href="https://clickv.ie/w/ozJl">https://clickv.ie/w/ozJl</a>
 Cash Flow: Problems and Management	Financial Reporting for Business	8 min	This video looks at the cash flow forecast as a way for a business to predict its expenses and revenue and put effective measures in place to manage them for an improved financial position and to avoid a cash flow crisis.	<a href="https://clickv.ie/w/pzJl">https://clickv.ie/w/pzJl</a>
 Cash Flow		17 min	This film examines what cash flow is, why it is important and a range of aspects that need to be considered in maintaining it. Featuring Westminster University's Jonathan Pike, it explores the components of cash flow, liquidity and the cash flow forecast.	<a href="https://clickv.ie/w/szJl">https://clickv.ie/w/szJl</a>

## Edexcel GCSE Business Putting a business idea into practice

 	Financial Management and the Planning Cycle	16 min	This video, featuring KPMG's Ben Skarrasbrek and Alexi Terrovex, looks in-depth at the planning cycle, from addressing the financial position and developing a business plan, through cash flows and financial reporting, to maintaining controls and minimising risk.	<a href="https://clickv.ie/w/OwJl">https://clickv.ie/w/OwJl</a>
 	The Money Go-Round: Case Studies in Cash Flow	30 min	This video explores the reasons a business needs cash and common sources of finance available for businesses to access cash.	<a href="https://clickv.ie/w/kzJl">https://clickv.ie/w/kzJl</a>
 	Effective Budgeting for Business	26 min	This video explores the extent to which a number of businesses prepare budgets for cash, profit and position. It examines the use of budgeted information to create opportunities for business success in the future.	<a href="https://clickv.ie/w/VzJl">https://clickv.ie/w/VzJl</a>

View the playlist for Cash and cash-flow at:  
<https://clickv.ie/w/DVJl>

### Sources of business finance

Title	Series	Length	Description	Link
  Sources of Finance		23 min	In this video, Barry Morse from the Cardiff Business School, in conjunction with a presenter, takes us through a range of sources of finance including shareholder funds, venture capital, silent partnerships, banks, trade credit and factoring.	<a href="https://clickv.ie/w/jzJl">https://clickv.ie/w/jzJl</a>
 Business Studies	BBC Bitesize	30 min	This video is a guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
  Financial Management and the Planning Cycle		16 min	This video, featuring KPMG's Ben Skarrasbrek and Alexi Terrovex, looks in-depth at the planning cycle, from addressing the financial position and developing a business plan, through cash flows and financial reporting, to maintaining controls and minimising risk.	<a href="https://clickv.ie/w/OwJl">https://clickv.ie/w/OwJl</a>
  The Money Go-Round: Case Studies in Cash Flow		30 min	This video explores the reasons a business needs cash and common sources of finance available for businesses to access cash.	<a href="https://clickv.ie/w/kzJl">https://clickv.ie/w/kzJl</a>





### The Balance Sheet

16 min

In this video, senior lecturer from Westminster University Jonathan Pike takes us through what a balance sheet is and the purpose it serves, assets, debtors and creditors, net current assets, capital employed, sources of finance and balancing.

[https://clickv.  
ie/w/mzJl](https://clickv.ie/w/mzJl)

View the playlist for Sources of business finance at:




<https://clickv.ie/w/CVJl>

# Making the business effective







## The options for start-up and small businesses

Title	Series	Length	Description	Link
 Starting Up	Small Business Management	26 min	This video investigates what it takes to be a small business owner, including legal implications, product demand and niche markets, making a business profitable and the importance of choosing the correct name for your business.	<a href="https://clickv.ie/w/avJl">https://clickv.ie/w/avJl</a>
 The Business Plan	Small Business Management	27 min	This video visits the three main components of a well-constructed business plan: the operations plan, the marketing plan, and the financial plan. It features two successful small business owners discussing the role their business plans played in their success.	<a href="https://clickv.ie/w/FwJl">https://clickv.ie/w/FwJl</a>
 Business Studies	BBC Bitesize	30 min	This video is a guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
 Features of Businesses	Exploring Business	8 min	This video explores organisational purpose, structure and objectives through the eyes of four operators in very different Australian and UK-based business environments, with engaging and insightful case studies.	<a href="https://clickv.ie/w/JuJl">https://clickv.ie/w/JuJl</a>
 Enterprise and Entrepreneurship		19 min	This video follows the fictional story of Olive Bushel, a young woman with a passion for social media, as she starts her own e-business. It also features small business owners who share their personal insights into the challenges and rewards of becoming an entrepreneur.	<a href="https://clickv.ie/w/OuJl">https://clickv.ie/w/OuJl</a>
 Ownership and Control		20 min	This film examines common structures for business ownership and control, including sole traders, partnerships, private limited companies, public limited companies and franchises.	<a href="https://clickv.ie/w/yvJl">https://clickv.ie/w/yvJl</a>
 Legal Structures	Understanding Business Studies	27 min	This video answers question such as 'What are legal structures?' and 'Why are they important?', with real world case studies and clear explanations including the differences between and advantages and disadvantages of limited and unlimited liability organisations.	<a href="https://clickv.ie/w/0vJl">https://clickv.ie/w/0vJl</a>

	Franchising	27 min	This film features a range of business operators and industry professionals giving first-hand perspectives at various aspects of franchising, including how the business model works, attributes of a successful franchise business and benefits to franchisers and franchisees.	<a href="https://clickv.ie/w/fxJl">https://clickv.ie/w/fxJl</a>
	Starting an Online Business	21 min	This interview-based production introduces viewers to a range of online business models, outlines how to create a business plan, set up and operate a business, as well as industry advice on avoiding common pitfalls.	<a href="https://clickv.ie/w/_uJl">https://clickv.ie/w/_uJl</a>
	Business Planning	21 min	This interview-driven film looks at important aspects of business planning including the business idea, aims and objectives, legal structures, the marketing plan and financial planning, and explains why business planning is crucial to success and sustainability.	<a href="https://clickv.ie/w/2vJl">https://clickv.ie/w/2vJl</a>

View the playlist for The options for start-up and small businesses at:  
<https://clickv.ie/w/BVJl>

## The marketing mix

Title	Series	Length	Description	Link
 The Four P's: Marketing Strategies		26 min	This video focuses on how three different businesses effectively apply marketing strategies, focusing on the four Ps of marketing; product, place, price and promotion. It looks at how these aspects common to all markets come together as the marketing mix.	<a href="https://clickv.ie/w/XyJl">https://clickv.ie/w/XyJl</a>
 Selling Products Globally	Business without Borders	10 min	In this video, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) provide insights into different factors that determine products, their pricing and positioning in global markets.	<a href="https://clickv.ie/w/MxJl">https://clickv.ie/w/MxJl</a>
 Porter's Generic Strategies	Strategic Tools for Business	7 min	This video introduces Porter's Generic Strategies and how they can help a business achieve competitive advantage. Real-life case studies show how different businesses implement different strategies and the effect this has on their position within their industries.	<a href="https://clickv.ie/w/CvJl">https://clickv.ie/w/CvJl</a>
 Promotion		30 min	This film features a number of interviewees who discuss how businesses engage in promotion, including advertising, direct marketing, public relations and sales promotion. It covers how to measure the success of promotion and the ways in which it is carried out.	<a href="https://clickv.ie/w/ZyJl">https://clickv.ie/w/ZyJl</a>

## Edexcel GCSE Business **Making the business effective**

	Global Branding	Business without Borders	10 min	In this interview-led programme, Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) cover some important global branding considerations and provide examples of companies who have done it effectively and poorly.	<a href="https://clickv.ie/w/RxJl">https://clickv.ie/w/RxJl</a>
	E-Business: A Case Study		21 min	This video looks at the impact that e-business has had, and continues to have, on the operations of small and large businesses and why whether or not e-business is embraced by an organisation can mean the difference between success and failure.	<a href="https://clickv.ie/w/cxJl">https://clickv.ie/w/cxJl</a>
	Product Design and Mass Manufacture: Design Optimisation		26 min	This video explains the design process within one easy context, from client brief to finished product, including how designers work to budget, meet consumer needs, research existing products and use primary and secondary data.	<a href="https://clickv.ie/w/_yJl">https://clickv.ie/w/_yJl</a>
	Redesigning a Product		24 min	This video demonstrates the various methods, techniques and strategies designers use when redesigning a product in order to perfect an original idea or to transform it to meet the new needs of the market.	<a href="https://clickv.ie/w/bzJl">https://clickv.ie/w/bzJl</a>
	Evaluating a Product		25 min	This video begins by looking at the concept of aesthetics in design, what aesthetics are and how they are used to enhance the beauty and appearance of a consumer product. It then takes an in-depth look at how the qualities of a product are defined in the design process.	<a href="https://clickv.ie/w/lyJl">https://clickv.ie/w/lyJl</a>
	Exploring the Problem	Designing Our Food Future	8 min	This video explores how food businesses choose a real-world problem, such as sustainability or food waste, to focus on and what the initial steps in the food design process to turn the bud of an idea into a feasible concept are.	<a href="https://clickv.ie/w/czJl">https://clickv.ie/w/czJl</a>
	Market Analysis		34 min	This film examines market analysis tools, including PESTLE, SWOT, the Boston matrix, product life cycle and Ansoff's box, and how they are applied. A range of industry experts and a number of business operators provide unique insights into market analysis at work.	<a href="https://clickv.ie/w/SyJl">https://clickv.ie/w/SyJl</a>
	Online Marketing		18 min	This video shows why online marketing is a vital part of every business model. Experts explain concepts such as Search Engine Optimisation, Pay Per Click, viral and email marketing, as well as how to implement and measure an online marketing campaign.	<a href="https://clickv.ie/w/gzJl">https://clickv.ie/w/gzJl</a>
	Online Marketing	Advertising Uncut	24 min	This episode reveals the planning that goes on across a major advertising campaign, from publicity stunts to celebrities and viral online marketing.	<a href="https://clickv.ie/w/hzJl">https://clickv.ie/w/hzJl</a>

View the playlist for The marketing mix at:  
<https://clickv.ie/w/AVJl>

## Business plans

Title	Series	Length	Description	Link
 Business Planning		21 min	This interview-driven film looks at important aspects of business planning including the business idea, aims and objectives, legal structures, the marketing plan and financial planning, and explains why business planning is crucial to success and sustainability.	<a href="https://clickv.ie/w/2vJl">https://clickv.ie/w/2vJl</a>
 The Business Plan	Small Business Management	27 min	This video visits the three main components of a well-constructed business plan: the operations plan, the marketing plan, and the financial plan. It features two successful small business owners discussing the role their business plans played in their success.	<a href="https://clickv.ie/w/FwJl">https://clickv.ie/w/FwJl</a>
 SWOT Analysis	Strategic Tools for Business	7 min	This video introduces the SWOT analysis and how it provides an understanding of an organisation's strengths, weaknesses, opportunities and threats. Real-life examples show SWOT analysis can be applied in practice and why it is beneficial for strategic planning.	<a href="https://clickv.ie/w/HwJl">https://clickv.ie/w/HwJl</a>
 Critical Issues in Business: Success and Failure		17 min	This video features business experts from a range of industries discussing the importance of the business plan, financing and budgeting, management of staff, SWOT and trend analysis, investment in technology and identifying competitive advantage in the market.	<a href="https://clickv.ie/w/JwJl">https://clickv.ie/w/JwJl</a>
 Financial Management and the Planning Cycle		16 min	This video, featuring KPMG's Ben Skarrasbrek and Alexi Terrovex, looks in-depth at the planning cycle, from addressing the financial position and developing a business plan, through cash flows and financial reporting, to maintaining controls and minimising risk.	<a href="https://clickv.ie/w/OwJl">https://clickv.ie/w/OwJl</a>
 Developing a Business Plan		18 min	This video investigates what a business plan is and why it is important, different types of business plans, the key elements of a business plan, common planning tools and the importance of regularly evaluating the business plan through a case study of a new restaurant.	<a href="https://clickv.ie/w/QwJl">https://clickv.ie/w/QwJl</a>
 Business Studies	BBC Bitesize	30 min	This video is a guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
 Starting an Online Business		21 min	This interview-based production introduces viewers to a range of online business models, outlines how to create a business plan, set up and operate a business, as well as industry advice on avoiding common pitfalls.	<a href="https://clickv.ie/w/_uJl">https://clickv.ie/w/_uJl</a>

View the playlist for Business plans at:






<https://clickv.ie/w/9VJl>



# Understanding external influences on business



## Business stakeholders

Title	Series	Length	Description	Link
 Stakeholders and Their Influence	Exploring Business	8 min	In this video, four people operating in very different business environments in Australia and the UK provide first-hand accounts of the influence of internal and external stakeholders and managing competing stakeholder interests.	<a href="https://clickv.ie/w/9wJl">https://clickv.ie/w/9wJl</a>
 CSR and Stakeholders	Corporate Social Responsibility	9 min	This video provides insight into how CSR can have a positive impact on staff, employees and shareholders and the tensions that can arise when stakeholder interests and CSR operations don't align through a case study of multi-national retailer Marks & Spencer.	<a href="https://clickv.ie/w/BwJl">https://clickv.ie/w/BwJl</a>
 Business Studies	BBC Bitesize	30 min	Guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
 Customer Service		20 min	This film explores the importance of customer service, what is involved in providing good service, product knowledge, health and safety, dealing with customer complaints and monitoring customer service.	<a href="https://clickv.ie/w/nyJl">https://clickv.ie/w/nyJl</a>
 M&S: 135 Years of Quality		46 min	In this documentary, Fiona Phillips investigates why people are falling out of love with multi-national retailer Marks & Spencer, speaking to former staff from the shop floor to the boardroom and shoppers.	<a href="https://clickv.ie/w/CwJl">https://clickv.ie/w/CwJl</a>

View the playlist for Business stakeholders at:  
<https://clickv.ie/w/7VJl>






**Technology and business**

Title	Series	Length	Description	Link
 PESTLE Analysis	Strategic Tools for Business	8 min	This video explores the PESTLE analysis and how it considers external political, economic, social, technological, legal and environmental/ethical factors. Real case studies show how PESTLE can be applied in practice and its usefulness in strategic decision-making.	<a href="https://clickv.ie/w/UuJl">https://clickv.ie/w/UuJl</a>
 ICT in Organisations		22 min	In this video, experts with a lifelong understanding of digital technology guide viewers through the ICT environment, the ICT needs and solutions for organisations, monitoring and evaluating ICTs and what the future of ICTs might look like.	<a href="https://clickv.ie/w/kxJl">https://clickv.ie/w/kxJl</a>
 IT in Business		21 min	This film examines the relationship between business and IT, covering IT and applications, communication technology, the Internet, data protection and security and misuse, through interviews with business and IT professionals.	<a href="https://clickv.ie/w/lxJl">https://clickv.ie/w/lxJl</a>
 Starting an Online Business		21 min	This interview-based production introduces viewers to a range of online business models, outlines how to create a business plan, set up and operate a business, as well as industry advice on avoiding common pitfalls.	<a href="https://clickv.ie/w/_uJl">https://clickv.ie/w/_uJl</a>
 E-Business: A Case Study	Exploring Business	21 min	This video looks at the impact that e-business has had, and continues to have, on the operations of small and large businesses and why whether or not e-business is embraced by an organisation can mean the difference between success and failure.	<a href="https://clickv.ie/w/cxJl">https://clickv.ie/w/cxJl</a>
 Critical Issues in Business: Success and Failure		17 min	This video features business experts from a range of industries discussing the importance of the business plan, financing and budgeting, management of staff, SWOT and trend analysis, investment in technology and identifying competitive advantage in the market.	<a href="https://clickv.ie/w/JwJl">https://clickv.ie/w/JwJl</a>
 Effective Business Communications		9 min	In this video, case studies of four different businesspeople from the UK and Australia provide an insight into the importance of internal and external communication, different methods and evaluating them, and what makes business communication effective.	<a href="https://clickv.ie/w/axJl">https://clickv.ie/w/axJl</a>

View the playlist for Technology and business at:


<https://clickv.ie/w/6VJl>






## Legislation and business

Title	Series	Length	Description	Link
 PESTLE Analysis	Strategic Tools for Business	8 min	This video explores the PESTLE analysis and how it considers external political, economic, social, technological, legal and environmental/ethical factors. Real case studies show how PESTLE can be applied in practice and its usefulness in strategic decision-making.	<a href="https://clickv.ie/w/UuJl">https://clickv.ie/w/UuJl</a>
 Business Law		17 min	This film covers a range of legal aspects of business including consumer protection, employee rights, health and safety, intellectual property, privacy and financial reporting. It highlights interviews with a selection of academics and industry professionals.	<a href="https://clickv.ie/w/YxJl">https://clickv.ie/w/YxJl</a>
 Britain's Equal Pay Scandal	Panorama	41 min	In this video, Jane Corbin meets workers fighting for equality as major employers in the UK are having to reveal the average wages they pay men and women, and organisations like the BBC are in battles over equal pay.	<a href="https://clickv.ie/w/ZxJl">https://clickv.ie/w/ZxJl</a>
 Legislation and Regulation in Travel and Tourism	Travel and Tourism	30 min	This film examines legislation and regulation in the travel and tourism industry, covering regulation, consumer and employment protection, health and safety and disability discrimination. It features commentary from academic and legal experts.	<a href="https://clickv.ie/w/_xJl">https://clickv.ie/w/_xJl</a>
 Consumer Choice and Protection		23 min	This video examines the lures and pitfalls of shopping, featuring an expert on consumer choice. It offers some tips and tricks to help the clever consumer, including protections offered to consumers under consumer law.	<a href="https://clickv.ie/w/-xJl">https://clickv.ie/w/-xJl</a>

View the playlist for Legislation and business at:  
<https://clickv.ie/w/5VJl>

## The economy and business

Title	Series	Length	Description	Link
 PESTLE Analysis	Strategic Tools for Business	8 min	This video explores the PESTLE analysis and how it considers external political, economic, social, technological, legal and environmental/ethical factors. Real case studies show how PESTLE can be applied in practice and its usefulness in strategic decision-making.	<a href="https://clickv.ie/w/UuJl">https://clickv.ie/w/UuJl</a>

	Business Basics		17 min	This film provides an excellent introduction to Business Studies by covering a range of basic economic concepts, including the primary, secondary and tertiary sectors of the economy, factors of production and markets.	<a href="https://clickv.ie/w/TuJl">https://clickv.ie/w/TuJl</a>
	External Factors Affecting Business	Business Studies	34 min	This film offers an informative discussion of how external factors, such as competition, the national and global economic climate, fiscal and monetary policy, the impact of technology, international trade and the European Union, can impact the business landscape.	<a href="https://clickv.ie/w/DxJl">https://clickv.ie/w/DxJl</a>
	Business Management in Recession		22 min	This film looks at the implications of economic recession in the UK, the positive aspects of tough economic times and strategies that can be employed to minimise the impact. It features interviews with UK academics and industry professionals.	<a href="https://clickv.ie/w/HxJl">https://clickv.ie/w/HxJl</a>
	The Global Economy: Globalisation		20 min	This video investigates the nature of globalisation and the global economy, trade and financial flows, free trade and protection, trading blocs and agreements (case study: EU) and international economic organisations (case study: the World Bank).	<a href="https://clickv.ie/w/JxJl">https://clickv.ie/w/JxJl</a>
	Economic Factors	Impacts on Tourism	21 min	This film looks at the economic factors that impact tourism, covering supply and demand, elasticity and economic dependency, exchange rates and inflation, contribution to employment, balance of payments, infrastructure, products and services and leisure development.	<a href="https://clickv.ie/w/LxJl">https://clickv.ie/w/LxJl</a>








View the playlist for The economy and business at:

<https://clickv.ie/w/4VJl>




# Growing the business



## Business growth

Title	Series	Length	Description	Link
 Economies of Scale		20 min	This film examines economies of scale such as commercial, managerial, technical, marketing and financial economies through interviews with a range of experts and explores how economies of scale work in business.	<a href="https://clickv.ie/w/YwJl">https://clickv.ie/w/YwJl</a>
 SWOT Analysis	Strategic Tools for Business	7 min	This video introduces the SWOT analysis and how it provides an understanding of an organisation's strengths, weaknesses, opportunities and threats. Real-life examples show SWOT analysis can be applied in practice and why it is beneficial for strategic planning.	<a href="https://clickv.ie/w/HwJl">https://clickv.ie/w/HwJl</a>
 Business Studies	BBC Bitesize	30 min	This video is a guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
 Ownership and Control		20 min	This film examines common structures for business ownership and control, including sole traders, partnerships, private limited companies, public limited companies and franchises.	<a href="https://clickv.ie/w/yvJl">https://clickv.ie/w/yvJl</a>
 Sources of Finance		23 min	In this video, Barry Morse from the Cardiff Business School, in conjunction with a presenter, takes us through a range of sources of finance including shareholder funds, venture capital, silent partnerships, banks, trade credit and factoring.	<a href="https://clickv.ie/w/jzJl">https://clickv.ie/w/jzJl</a>
 Business Strategy		18 min	This video, featuring a range of individuals experienced in developing and implementing business strategies, discusses topics including mission statements, aims and objectives, business culture, measuring success and growth.	<a href="https://clickv.ie/w/BvJl">https://clickv.ie/w/BvJl</a>
 Effective Business Communications	Exploring Business	9 min	In this video, case studies of four different businesspeople from the UK and Australia provide an insight into the importance of internal and external communication, different methods and evaluating them, and what makes business communication effective.	<a href="https://clickv.ie/w/axJl">https://clickv.ie/w/axJl</a>









	Growth and Niche Markets in Tourism	21 min	This video explores niche markets, an area that has seen significant growth in response to changing demands from the market. It features interviews with experts and industry professionals from the UK and Australia.	<a href="https://clickv.ie/w/bxJl">https://clickv.ie/w/bxJl</a>
	E-Business: A Case Study	21 min	This video looks at the impact that e-business has had, and continues to have, on the operations of small and large businesses and why whether or not e-business is embraced by an organisation can mean the difference between success and failure.	<a href="https://clickv.ie/w/cxJl">https://clickv.ie/w/cxJl</a>
	Franchising	27 min	This film features a range of business operators and industry professionals giving first-hand perspectives at various aspects of franchising, including how the business model works, attributes of a successful franchise business and benefits to franchisers and franchisees.	<a href="https://clickv.ie/w/fxJl">https://clickv.ie/w/fxJl</a>

View the playlist for Business growth at:

<https://clickv.ie/w/3VJl>






### Changes in business aims and objectives

Title	Series	Length	Description	Link
 Lewin's Force Field Analysis	Strategic Tools for Business	7 min	This video examines Lewin's Force Field analysis and how it can be used to evaluate whether change is feasible. A case study of British Airways shows how Lewin's Force Field is useful for implementing and managing change in real life.	<a href="https://clickv.ie/w/xyJl">https://clickv.ie/w/xyJl</a>
 Features of Businesses	Exploring Business	8 min	This video explores organisational purpose, structure and objectives through the eyes of four operators in very different Australian and UK-based business environments, with engaging and insightful case studies.	<a href="https://clickv.ie/w/JuJl">https://clickv.ie/w/JuJl</a>
 Business Strategy		18 min	This video, featuring a range of individuals experienced in developing and implementing business strategies, discusses topics including mission statements, aims and objectives, business culture, measuring success and growth.	<a href="https://clickv.ie/w/BvJl">https://clickv.ie/w/BvJl</a>
 PESTLE Analysis	Strategic Tools for Business	8 min	This video explores the PESTLE analysis and how it considers external political, economic, social, technological, legal and environmental/ethical factors. Real case studies show how PESTLE can be applied in practice and its usefulness in strategic decision-making.	<a href="https://clickv.ie/w/UuJl">https://clickv.ie/w/UuJl</a>

	Porter's Generic Strategies	Strategic Tools for Business	7 min	This video introduces Porter's Generic Strategies and how they can help a business achieve competitive advantage. Real-life case studies show how different businesses implement different strategies and the effect this has on their position within their industries.	<a href="https://clickv.ie/w/CvJl">https://clickv.ie/w/CvJl</a>
	Critical Issues in Business: Success and Failure		17 min	This video features business experts from a range of industries discussing the importance of the business plan, financing and budgeting, management of staff, SWOT and trend analysis, investment in technology and identifying competitive advantage in the market.	<a href="https://clickv.ie/w/JwJl">https://clickv.ie/w/JwJl</a>

View the playlist for Changes in business aims and objectives at:  
<https://clickv.ie/w/2VJl>



## Business and globalisation

Title	Series	Length	Description	Link
 Selling Products Globally	Business without Borders	10 min	In this video, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) provide insights into different factors that determine products, their pricing and positioning in global markets.	<a href="https://clickv.ie/w/MxJl">https://clickv.ie/w/MxJl</a>
 Researching Global Markets	Business without Borders	10 min	In this video, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) explore key areas to consider when identifying global markets, such as demographics, culture and religion, politics, economics and law.	<a href="https://clickv.ie/w/NxJl">https://clickv.ie/w/NxJl</a>
 Global Branding	Business without Borders	10 min	In this interview-led programme, Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) cover some important global branding considerations and provide examples of companies who have done it effectively and poorly.	<a href="https://clickv.ie/w/RxJl">https://clickv.ie/w/RxJl</a>
 The Global Economy: Globalisation		20 min	This video investigates the nature of globalisation and the global economy, trade and financial flows, free trade and protection, trading blocs and agreements (case study: EU) and international economic organisations (case study: the World Bank).	<a href="https://clickv.ie/w/JxJl">https://clickv.ie/w/JxJl</a>
 Business Basics		17 min	This film provides an excellent introduction to Business Studies by covering a range of basic economic concepts, including the primary, secondary and tertiary sectors of the economy, factors of production and markets.	<a href="https://clickv.ie/w/TuJl">https://clickv.ie/w/TuJl</a>

	Impacts of Globalisation	21 min	This video investigates changes in the global economy and reasons for the changes, international convergence, the role of trade, environmental consequences of globalisation with a case study of the impact of globalisation on the Republic of Ireland.	<a href="https://clickv.ie/w/SxJl">https://clickv.ie/w/SxJl</a>
	The European Union	17 min	This film examines the impact that the EU has on business, including the free movement of labour, the social chapter and single currency. There are street interviews, and three experts offer a range of commentary on various aspects of the EU.	<a href="https://clickv.ie/w/TxJl">https://clickv.ie/w/TxJl</a>
	Issues in Globalisation: Environmental Impacts and Sustainability	25 min	This video asks whether economic growth can be environmentally sustainable, looking at some issues in Dhaka, Bangladesh, and how a company in a UK National Park facing the same challenges is saving money by reducing pollution, waste and energy consumption.	<a href="https://clickv.ie/w/2xJl">https://clickv.ie/w/2xJl</a>
	Understanding Issues in Globalisation	32 min	In this video, experts address issues of sustainability, opportunity, threat, and energy in tourism, manufacturing and transnational corporations in a globalised economy.	<a href="https://clickv.ie/w/4xJl">https://clickv.ie/w/4xJl</a>
	Social and Ethical Issues in Design Technology	25 min	This video explores the associated social, lifestyle, ethical and ecological considerations that designers and multinational companies in the global marketplace must address while moving through the design cycle.	<a href="https://clickv.ie/w/9xJl">https://clickv.ie/w/9xJl</a>

View the playlist for Business and globalisation at:  
<https://clickv.ie/w/1VJl>

### Ethics, the environment and business

Title	Series	Length	Description	Link
 PESTLE Analysis	Strategic Tools for Business	8 min	This video explores the PESTLE analysis and how it considers external political, economic, social, technological, legal and environmental/ethical factors. Real case studies show how PESTLE can be applied in practice and its usefulness in strategic decision-making.	<a href="https://clickv.ie/w/UuJl">https://clickv.ie/w/UuJl</a>
 Carroll's CSR Pyramid	Corporate Social Responsibility	6 min	This comprehensive video guides students through the four layers of Carroll's CSR Pyramid, introduced to its strengths and shown the ambiguities and omissions that limit its use when thinking about a business' economic, social and environmental responsibilities.	<a href="https://clickv.ie/w/wxJl">https://clickv.ie/w/wxJl</a>

	CSR and the Triple Bottom Line	Corporate Social Responsibility	7 min	This video explores the three interrelated areas by which modern companies should measure their success: people, planet and profit. It provides valuable insight into how the triple bottom line affects business operations in the multi-national retailer Marks & Spencer.	<a href="https://clickv.ie/w/DvJl">https://clickv.ie/w/DvJl</a>
	CSR and Stakeholders	Corporate Social Responsibility	9 min	This video provides insight into how CSR can have a positive impact on staff, employees and shareholders and the tensions that can arise when stakeholder interests and CSR operations don't align through a case study of multi-national retailer Marks & Spencer.	<a href="https://clickv.ie/w/BwJl">https://clickv.ie/w/BwJl</a>
	CSR in Action: Benefits and Limitations	Corporate Social Responsibility	9 min	This video explores the many benefits and limitations of CSR, an unavoidable part of modern business operations, such as its potential to create lasting positive changes and unearth new tensions between businesses, their stakeholders and supply chains.	<a href="https://clickv.ie/w/yxJl">https://clickv.ie/w/yxJl</a>
	Business Studies	BBC Bitesize	30 min	This video is a guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
	Issues in Globalisation: Environmental Impacts and Sustainability		25 min	This video asks whether economic growth can be environmentally sustainable, looking at some issues in Dhaka, Bangladesh, and how a company in a UK National Park facing the same challenges is saving money by reducing pollution, waste and energy consumption.	<a href="https://clickv.ie/w/2xJl">https://clickv.ie/w/2xJl</a>
	Understanding Issues in Globalisation		32 min	In this video, experts address issues of sustainability, opportunity, threat, and energy in tourism, manufacturing and transnational corporations in a globalised economy.	<a href="https://clickv.ie/w/4xJl">https://clickv.ie/w/4xJl</a>
	Ethics and Social Responsibility in Business		26 min	This video differentiates between ethical behaviour and social responsibility, showing two businesses as examples: Bendigo Bank, and The Body Shop. It delves into positive aspects of businesses which often go unnoticed.	<a href="https://clickv.ie/w/6xJl">https://clickv.ie/w/6xJl</a>
	Banking and Ethics	Newsnight	16 min	This video talks about banking ethics, greed in the 21st century and how to make changes.	<a href="https://clickv.ie/w/8xJl">https://clickv.ie/w/8xJl</a>
	Social and Ethical Issues in Design Technology		25 min	This video explores the associated social, lifestyle, ethical and ecological considerations that designers and multinational companies in the global marketplace must address while moving through the design cycle.	<a href="https://clickv.ie/w/9xJl">https://clickv.ie/w/9xJl</a>





View the playlist for Ethics, the environment and business at:

<https://clickv.ie/w/0VJl>



# Making marketing decisions



## Product

Title	Series	Length	Description	Link
 The Four P's: Marketing Strategies		26 min	This video focuses on how three different businesses effectively apply marketing strategies, focusing on the four Ps of marketing; product, place, price and promotion. It looks at how these aspects common to all markets come together as the marketing mix.	<a href="https://clickv.ie/w/XyJl">https://clickv.ie/w/XyJl</a>
 Selling Products Globally	Business without Borders	10 min	In this video, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) provide insights into different factors that determine products, their pricing and positioning in global markets.	<a href="https://clickv.ie/w/MxJl">https://clickv.ie/w/MxJl</a>
 Product Design and Mass Manufacture: Design Optimisation		26 min	This video explains the design process within one easy context, from client brief to finished product, including how designers work to budget, meet consumer needs, research existing products and use primary and secondary data.	<a href="https://clickv.ie/w/_yJl">https://clickv.ie/w/_yJl</a>
 Porter's Generic Strategies	Strategic Tools for Business	7 min	This video introduces Porter's Generic Strategies and how they can help a business achieve competitive advantage. Real-life case studies show how different businesses implement different strategies and the effect this has on their position within their industries.	<a href="https://clickv.ie/w/CvJl">https://clickv.ie/w/CvJl</a>
 Redesigning a Product		24 min	This video demonstrates the various methods, techniques and strategies designers use when redesigning a product in order to perfect an original idea or to transform it to meet the new needs of the market.	<a href="https://clickv.ie/w/bzJl">https://clickv.ie/w/bzJl</a>
 Evaluating a Product		25 min	This video begins by looking at the concept of aesthetics in design, what aesthetics are and how they are used to enhance the beauty and appearance of a consumer product. It then takes an in-depth look at how the qualities of a product are defined in the design process.	<a href="https://clickv.ie/w/lyJl">https://clickv.ie/w/lyJl</a>
 Market Analysis		34 min	This film examines market analysis tools, including PESTLE, SWOT, the Boston matrix, product life cycle and Ansoff's box, and how they are applied. A range of industry experts and a number of business operators provide unique insights into market analysis at work.	<a href="https://clickv.ie/w/SyJl">https://clickv.ie/w/SyJl</a>



	Exploring the Problem	Designing Our Food Future	8 min	This video explores how food businesses choose a real-world problem, such as sustainability or food waste, to focus on and what the initial steps in the food design process to turn the bud of an idea into a feasible concept are.	<a href="https://clickv.ie/w/czJl">https://clickv.ie/w/czJl</a>
	Designing Engineered Solutions	Engineering Solutions	10 min	This video looks at some unique design challenges and the approaches that real-world companies take to tackle them in three case studies: the Deepsea Challenger life-support sphere, Morph Wheels foldable wheelchair wheel and the Fliteboard electric hydrofoil.	<a href="https://clickv.ie/w/JRJI">https://clickv.ie/w/JRJI</a>

View the playlist for Product at:  
<https://clickv.ie/w/yVJI>






## Price

	Title	Series	Length	Description	Link
	The Four P's: Marketing Strategies		26 min	This video focuses on how three different businesses effectively apply marketing strategies, focusing on the four Ps of marketing: product, place, price and promotion. It looks at how these aspects common to all markets come together as the marketing mix.	<a href="https://clickv.ie/w/XyJI">https://clickv.ie/w/XyJI</a>
	Porter's Generic Strategies	Strategic Tools for Business	7 min	This video introduces Porter's Generic Strategies and how they can help a business achieve competitive advantage. Real-life case studies show how different businesses implement different strategies and the effect this has on their position within their industries.	<a href="https://clickv.ie/w/CvJI">https://clickv.ie/w/CvJI</a>
	Selling Products Globally	Business without Borders	10 min	In this video, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) provide insights into different factors that determine products, their pricing and positioning in global markets.	<a href="https://clickv.ie/w/MxJI">https://clickv.ie/w/MxJI</a>
	Market Analysis		34 min	This film examines market analysis tools, including PESTLE, SWOT, the Boston matrix, product life cycle and Ansoff's box, and how they are applied. A range of industry experts and a number of business operators provide unique insights into market analysis at work.	<a href="https://clickv.ie/w/SyJI">https://clickv.ie/w/SyJI</a>
	Microeconomics: Understanding the Market System		20 min	This programme introduces key concepts such as the market system, the law of demand and supply, price elasticity, market structures, market failures and government response. It features clear explanations, excellent graphics and examples from all over the world.	<a href="https://clickv.ie/w/ayJI">https://clickv.ie/w/ayJI</a>

	Marketing, Research and Segmentation	Introduction to Marketing Series	20 min	This video provides clear explanations of marketing, research and segmentation, quantitative and qualitative research, and highlights the importance of sampling techniques and effective questionnaire design.	<a href="https://clickv.ie/w/MyJl">https://clickv.ie/w/MyJl</a>
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View the playlist for Price at:  
<https://clickv.ie/w/xVJl>

## Promotion

Title	Series	Length	Description	Link	
 The Four P's: Marketing Strategies		26 min	This video focuses on how three different businesses effectively apply marketing strategies, focusing on the four Ps of marketing; product, place, price and promotion. It looks at how these aspects common to all markets come together as the marketing mix.	<a href="https://clickv.ie/w/XyJl">https://clickv.ie/w/XyJl</a>	
 Promotion		30 min	This film features a number of interviewees who discuss how businesses engage in promotion, including advertising, direct marketing, public relations and sales promotion. It covers how to measure the success of promotion and the ways in which it is carried out.	<a href="https://clickv.ie/w/ZyJl">https://clickv.ie/w/ZyJl</a>	
 Global Branding		Business without Borders	10 min	In this interview-led programme, Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) cover some important global branding considerations and provide examples of companies who have done it effectively and poorly.	<a href="https://clickv.ie/w/RxJl">https://clickv.ie/w/RxJl</a>
 Online Marketing			18 min	This video shows why online marketing is a vital part of every business model. Experts explain concepts such as Search Engine Optimisation, Pay Per Click, viral and email marketing, as well as how to implement and measure an online marketing campaign.	<a href="https://clickv.ie/w/gzJl">https://clickv.ie/w/gzJl</a>
 Marketing, Research and Segmentation	Introduction to Marketing Series	20 min	This video provides clear explanations of marketing, research and segmentation, quantitative and qualitative research, and highlights the importance of sampling techniques and effective questionnaire design.	<a href="https://clickv.ie/w/MyJl">https://clickv.ie/w/MyJl</a>	
 Competitive Marketing in Tourism		27 min	This programme explores how adopting a market orientation enables a destination to better meet the needs of the potential tourist and adapt accordingly to the dynamic nature of the tourism industry.	<a href="https://clickv.ie/w/cyJl">https://clickv.ie/w/cyJl</a>	



Online Marketing

Advertising Uncut

24 min

This episode reveals the planning that goes on across a major advertising campaign, from publicity stunts to celebrities and viral online marketing.

<https://clickv.ie/w/hzJl>

View the playlist for Promotion at:

<https://clickv.ie/w/wVJl>

## Place

Title	Series	Length	Description	Link
 The Four P's: Marketing Strategies		26 min	This video focuses on how three different businesses effectively apply marketing strategies, focusing on the four Ps of marketing; product, place, price and promotion. It looks at how these aspects common to all markets come together as the marketing mix.	<a href="https://clickv.ie/w/XyJl">https://clickv.ie/w/XyJl</a>
 E-Business: A Case Study		21 min	This video looks at the impact that e-business has had, and continues to have, on the operations of small and large businesses and why whether or not e-business is embraced by an organisation can mean the difference between success and failure.	<a href="https://clickv.ie/w/cxJl">https://clickv.ie/w/cxJl</a>
 Starting Up	Small Business Management	26 min	This video investigates what it takes to be a small business owner, including legal implications, product demand and niche markets, making a business profitable and the importance of choosing the correct name for your business.	<a href="https://clickv.ie/w/avJl">https://clickv.ie/w/avJl</a>
 Starting an Online Business		21 min	This interview-based production introduces viewers to a range of online business models, outlines how to create a business plan, set up and operate a business, as well as industry advice on avoiding common pitfalls.	<a href="https://clickv.ie/w/_uJl">https://clickv.ie/w/_uJl</a>






View the playlist for Place at:

<https://clickv.ie/w/vVJl>

# Making operational decisions









## Business operations

Title	Series	Length	Description	Link
 Operations Processes	Inputs, Transformations, Outputs	23 min	This video examines operations using interviewees from four quite different case study businesses in New Zealand and Australia, including unpacking operations, inputs, the transformation process, outputs and operations, productivity and competitiveness.	<a href="https://clickv.ie/w/eyJl">https://clickv.ie/w/eyJl</a>
 Business Basics		17 min	This film provides an excellent introduction to Business Studies by covering a range of basic economic concepts, including the primary, secondary and tertiary sectors of the economy, factors of production and markets.	<a href="https://clickv.ie/w/TuJl">https://clickv.ie/w/TuJl</a>
 Business Studies	BBC Bitesize	30 min	This video is a guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
 Product Design and Mass Manufacture: Design Optimisation		26 min	This video explains the design process within one easy context, from client brief to finished product, including how designers work to budget, meet consumer needs, research existing products and use primary and secondary data.	<a href="https://clickv.ie/w/_yJl">https://clickv.ie/w/_yJl</a>
 Critical Issues in Business: Success and Failure		17 min	This video features business experts from a range of industries discussing the importance of the business plan, financing and budgeting, management of staff, SWOT and trend analysis, investment in technology and identifying competitive advantage in the market.	<a href="https://clickv.ie/w/JwJl">https://clickv.ie/w/JwJl</a>

View the playlist for Business operations at:

<https://clickv.ie/w/uVJl>

Title	Series	Length	Description	Link
 Business Basics		17 min	This film provides an excellent introduction to Business Studies by covering a range of basic economic concepts, including the primary, secondary and tertiary sectors of the economy, factors of production and markets.	<a href="https://clickv.ie/w/TuJl">https://clickv.ie/w/TuJl</a>
 CSR and Stakeholders	Corporate Social Responsibility	9 min	This video provides insight into how CSR can have a positive impact on staff, employees and shareholders and the tensions that can arise when stakeholder interests and CSR operations don't align through a case study of multi-national retailer Marks & Spencer.	<a href="https://clickv.ie/w/BwJl">https://clickv.ie/w/BwJl</a>
 Stakeholders and Their Influence	Exploring Business	8 min	In this video, four people operating in very different business environments in Australia and the UK provide first-hand accounts of the influence of internal and external stakeholders and managing competing stakeholder interests.	<a href="https://clickv.ie/w/9wJl">https://clickv.ie/w/9wJl</a>
 Effective Business Communications	Exploring Business	9 min	In this video, case studies of four different businesspeople from the UK and Australia provide an insight into the importance of internal and external communication, different methods and evaluating them, and what makes business communication effective.	<a href="https://clickv.ie/w/axJl">https://clickv.ie/w/axJl</a>
 Effective Communication in Business		20 min	This video defines what effective communication is, what stops it, why it is so important, particularly in the information age of the 21st century, the communication methods that modern businesses employ and the importance of ethics in communication.	<a href="https://clickv.ie/w/fyJl">https://clickv.ie/w/fyJl</a>
 Income Statements	Financial Reporting for Business	4 min	This short video introduces the income statement, with visual examples and succinct explanations by industry experts explaining how revenue and expenses are reported and the importance of the resulting statement for stakeholders.	<a href="https://clickv.ie/w/0zJl">https://clickv.ie/w/0zJl</a>

View the playlist for Working with suppliers at:  
<https://clickv.ie/w/tVJl>

## Managing quality

Title	Series	Length	Description	Link
 Selling Products Globally	Business without Borders	10 min	In this video, experts Kathleen Griffiths (RMIT) and Simon Kanat (Ted Baker Downunder) provide insights into different factors that determine products, their pricing and positioning in global markets.	<a href="https://clickv.ie/w/MxJl">https://clickv.ie/w/MxJl</a>
 Business Basics		17 min	This film provides an excellent introduction to Business Studies by covering a range of basic economic concepts, including the primary, secondary and tertiary sectors of the economy, factors of production and markets.	<a href="https://clickv.ie/w/TuJl">https://clickv.ie/w/TuJl</a>
 Porter's Generic Strategies	Strategic Tools for Business	7 min	This video introduces Porter's Generic Strategies and how they can help a business achieve competitive advantage. Real-life case studies show how different businesses implement different strategies and the effect this has on their position within their industries.	<a href="https://clickv.ie/w/CvJl">https://clickv.ie/w/CvJl</a>
 Customer Service	BBC News	4 min	BBC News discusses customer service in retail and the importance of customer expectations in terms of quality of service.	<a href="https://clickv.ie/w/gyJl">https://clickv.ie/w/gyJl</a>
 Customer Needs, Expectations and Perceptions		23 min	This film covers the research tools and methods used in business and industry by organisations wanting to build a profile of their customer base's needs, expectations and perceptions. It features interviewees from business, industry and government.	<a href="https://clickv.ie/w/hyJl">https://clickv.ie/w/hyJl</a>
 M&S: 135 Years of Quality		46 min	In this documentary, Fiona Phillips investigates why people are falling out of love with multi-national retailer Marks & Spencer, speaking to former staff from the shop floor to the boardroom and shoppers.	<a href="https://clickv.ie/w/CwJl">https://clickv.ie/w/CwJl</a>
 Evaluating a Product		25 min	This video begins by looking at the concept of aesthetics in design, what aesthetics are and how they are used to enhance the beauty and appearance of a consumer product. It then takes an in-depth look at how the qualities of a product are defined in the design process.	<a href="https://clickv.ie/w/lyJl">https://clickv.ie/w/lyJl</a>
 Franchising		27 min	This film features a range of business operators and industry professionals giving first-hand perspectives at various aspects of franchising, including how the business model works, attributes of a successful franchise business and benefits to franchisers and franchisees.	<a href="https://clickv.ie/w/fxJl">https://clickv.ie/w/fxJl</a>

View the playlist for Managing quality at:

<https://clickv.ie/w/sVJl>



**The sales process**

Title	Series	Length	Description	Link
 Customer Needs, Expectations and Perceptions		23 min	This film covers the research tools and methods used in business and industry by organisations wanting to build a profile of their customer base's needs, expectations and perceptions. It features interviewees from business, industry and government.	<a href="https://clickv.ie/w/hyJl">https://clickv.ie/w/hyJl</a>
 Customer Service	BBC News	4 min	BBC News discusses customer service in retail and the importance of customer expectations in terms of quality of service.	<a href="https://clickv.ie/w/qyJl">https://clickv.ie/w/qyJl</a>
 Customer Service		20 min	This film explores the importance of customer service, what is involved in providing good service, product knowledge, health and safety, dealing with customer complaints and monitoring customer service.	<a href="https://clickv.ie/w/nyJl">https://clickv.ie/w/nyJl</a>
 Person-to-Person Customer Service		21 min	This film looks at various aspects of what delivering professional customer service face to face requires, including patience, the ability to genuinely engage with people, to remain calm and to focus on customer needs and to meet them effectively.	<a href="https://clickv.ie/w/oyJl">https://clickv.ie/w/oyJl</a>
 Online Customer Service		21 min	This video explores the many unique challenges and opportunities that online customer service provides, including live chat, social media and email customer service.	<a href="https://clickv.ie/w/pyJl">https://clickv.ie/w/pyJl</a>
 Quality Customer Service	Hospitality Series	20 min	This video focuses on one of the important issues that plays a major role in the successful operation of the hospitality industry: quality customer service. It explores key principles of good customer service and the benefits for businesses.	<a href="https://clickv.ie/w/qyJl">https://clickv.ie/w/qyJl</a>
 Telephone Customer Service		18 min	This film looks at various aspects of delivering professional telephone customer service to fulfil customer needs, including correct phone techniques, using the technology and handling conflict.	<a href="https://clickv.ie/w/ryJl">https://clickv.ie/w/ryJl</a>
 E-Business: A Case Study		21 min	This video looks at the impact that e-business has had, and continues to have, on the operations of small and large businesses and why whether or not e-business is embraced by an organisation can mean the difference between success and failure.	<a href="https://clickv.ie/w/cxJl">https://clickv.ie/w/cxJl</a>







View the playlist for The sales process at:

<https://clickv.ie/w/qVJl>

# Making financial decisions



## Business calculations



Title	Series	Length	Description	Link
 Balance Sheets	Financial Reporting for Business	5 min	This short yet comprehensive video introduces the balance sheet as a snapshot measure of what a business owns and owes, with visual examples of a working balance sheet and discussion of its importance and applications courtesy of industry experts.	<a href="https://clickv.ie/w/vzJl">https://clickv.ie/w/vzJl</a>
 Balance Sheets: Assets and Liabilities	Financial Reporting for Business	6 min	This short video, featuring clear and concise definitions from industry experts, explains the difference between current and non-current assets and liabilities, and what significance the monetary values placed on these items have on a business's financial position.	<a href="https://clickv.ie/w/wzJl">https://clickv.ie/w/wzJl</a>
 Income Statements	Financial Reporting for Business	4 min	This short video introduces the income statement, with visual examples and succinct explanations by industry experts explaining how revenue and expenses are reported and the importance of the resulting statement for stakeholders.	<a href="https://clickv.ie/w/0zJl">https://clickv.ie/w/0zJl</a>
 Income Statements: Revenue, Expenses and Profit	Financial Reporting for Business	5 min	This video provides accessible and contextual definitions by industry experts of three key accounting terms - revenue, expenses and profit - and how these factors interrelate in income statement calculations.	<a href="https://clickv.ie/w/1zJl">https://clickv.ie/w/1zJl</a>
 Cash Flow	Financial Reporting for Business	6 min	This video highlights the integral nature of cash flow for successful business operations and explores the difference between cash and profit, the types of expenses and revenues that constitute outflows and inflows, and the importance of a cash flow statement.	<a href="https://clickv.ie/w/ozJl">https://clickv.ie/w/ozJl</a>
 Cash Flow: Problems and Management	Financial Reporting for Business	8 min	This video looks at the cash flow forecast as a way for a business to predict its expenses and revenue and put effective measures in place to manage them for an improved financial position and to avoid a cash flow crisis.	<a href="https://clickv.ie/w/pzJl">https://clickv.ie/w/pzJl</a>

 	The Income Statement: Profit and Loss Accounts	19 min	In this video, The University of Westminster's Jonathan Pike explains the different components of financial activity and analysis arising from profit and loss accounts, including total turnover, gross profit, operating profit, interest and tax, dividends and retained profit.	<a href="https://clickv.ie/w/QzJl">https://clickv.ie/w/QzJl</a>
 	The Bottom Line: Balance Sheets and P&Ls	27 min	This video explores balance sheets, assets, liabilities and owners' equity, profit and loss statements and gross and net profit, referring to real-life case studies from The Agni, an Indian restaurant in the UK, and Globe, a streetwear and sports wholesaler in Australia.	<a href="https://clickv.ie/w/RzJl">https://clickv.ie/w/RzJl</a>
 	The Balance Sheet	16 min	In this video, senior lecturer from Westminster University Jonathan Pike takes us through what a balance sheet is and the purpose it serves, assets, debtors and creditors, net current assets, capital employed, sources of finance and balancing.	<a href="https://clickv.ie/w/mzJl">https://clickv.ie/w/mzJl</a>
 	Financial Reporting for Business	26 min	This video explores the content and format of the three key accounting reports: the cash flow statement, profit and loss statement and balance sheet, with insights from real business owners and managers about how these reports are used for analysis and decision making.	<a href="https://clickv.ie/w/SzJl">https://clickv.ie/w/SzJl</a>
 	Effective Budgeting for Business	26 min	This video explores the extent to which a number of businesses prepare budgets for cash, profit and position. It examines the use of budgeted information to create opportunities for business success in the future.	<a href="https://clickv.ie/w/WzJl">https://clickv.ie/w/WzJl</a>
 	Financial Management and the Planning Cycle	16 min	This video, featuring KPMG's Ben Skarrasbrek and Alexi Terrovex, looks in-depth at the planning cycle, from addressing the financial position and developing a business plan, through cash flows and financial reporting, to maintaining controls and minimising risk.	<a href="https://clickv.ie/w/OwJl">https://clickv.ie/w/OwJl</a>

View the playlist for Business calculations at:

<https://clickv.ie/w/pVJl>

## Understanding business performance




Title	Series	Length	Description	Link
 	Evaluating Business Performance: Small Business Case Studies	32 min	In this video, the owners of three businesses talk frankly about profitability, liquidity, efficiency and stability, providing a thorough understanding of how to evaluate business performance.	<a href="https://clickv.ie/w/XzJl">https://clickv.ie/w/XzJl</a>

	Critical Issues in Business: Success and Failure		17 min	This video features business experts from a range of industries discussing the importance of the business plan, financing and budgeting, management of staff, SWOT and trend analysis, investment in technology and identifying competitive advantage in the market.	<a href="https://clickv.ie/w/JwJl">https://clickv.ie/w/JwJl</a>
	Ratio Analysis		35 min	This film looks at ratio analysis in business. Featuring Barry Morse from the Cardiff Business School, it explores the key areas of liquidity, profitability, efficiency, gearing and investor ratios and how different metrics can be used to analysis the state of a business.	<a href="https://clickv.ie/w/VzJl">https://clickv.ie/w/VzJl</a>
	Effective Budgeting for Business		26 min	This video explores the extent to which a number of businesses prepare budgets for cash, profit and position. It examines the use of budgeted information to create opportunities for business success in the future.	<a href="https://clickv.ie/w/WzJl">https://clickv.ie/w/WzJl</a>
	Financial Management and the Planning Cycle		16 min	This video, featuring KPMG's Ben Skarrasbrek and Alexi Terrovex, looks in-depth at the planning cycle, from addressing the financial position and developing a business plan, through cash flows and financial reporting, to maintaining controls and minimising risk.	<a href="https://clickv.ie/w/OwJl">https://clickv.ie/w/OwJl</a>
	Trouble At Tesco	Panorama	29 min	In this episode, Kamal Ahmed investigates what's really gone wrong inside Tesco as it faces a criminal investigation over its accounting practices, resulting in result in its losing customers, its share price falling and its profits taking a tumble.	<a href="https://clickv.ie/w/ZzJl">https://clickv.ie/w/ZzJl</a>
	Tesco Profits Rise	BBC News at One	2 min	This BBC News report looks into Tesco's turnaround in profits, following a massive accounting scandal.	<a href="https://clickv.ie/w/-zJl">https://clickv.ie/w/-zJl</a>
	Inside Tesco: Britain's Biggest Supermarket		45 min	In this documentary, Fiona Phillips checks out the state of health of Britain's most successful supermarket chain, Tesco, which is used by nearly one third of the population.	<a href="https://clickv.ie/w/dyJl">https://clickv.ie/w/dyJl</a>

View the playlist for Understanding business performance at:  
<https://clickv.ie/w/oVJl>

# Making human resource decisions

## Organisational structures

Title	Series	Length	Description	Link
 Features of Businesses	Exploring Business	8 min	This video explores organisational purpose, structure and objectives through the eyes of four operators in very different Australian and UK-based business environments, with engaging and insightful case studies.	<a href="https://clickv.ie/w/JuJl">https://clickv.ie/w/JuJl</a>
 Business Studies	BBC Bitesize	30 min	This video is a guide to business studies featuring Lord Sugar, Deborah Meaden and Saira Khan. The panel of experts guides viewers through topics such as finance, marketing and production.	<a href="https://clickv.ie/w/LuJl">https://clickv.ie/w/LuJl</a>
 Effective Business Communications	Exploring Business	9 min	In this video, case studies of four different businesspeople from the UK and Australia provide an insight into the importance of internal and external communication, different methods and evaluating them, and what makes business communication effective.	<a href="https://clickv.ie/w/axJl">https://clickv.ie/w/axJl</a>
 Business Strategy		18 min	This video, featuring a range of individuals experienced in developing and implementing business strategies, discusses topics including mission statements, aims and objectives, business culture, measuring success and growth.	<a href="https://clickv.ie/w/BvJl">https://clickv.ie/w/BvJl</a>
 Key Functions of Business		28 min	This video looks at the key functions performed in business on a daily basis, using the vehicle manufacturer Holden as a case study. It looks at Holden's manufacturing operations, human resources, marketing, sales and finance.	<a href="https://clickv.ie/w/YuJl">https://clickv.ie/w/YuJl</a>
 Effective Communication in Business		20 min	This video defines what effective communication is, what stops it, why it is so important, particularly in the information age of the 21st century, the communication methods that modern businesses employ and the importance of ethics in communication.	<a href="https://clickv.ie/w/fyJl">https://clickv.ie/w/fyJl</a>
 Lewin's Force Field Analysis	Strategic Tools for Business	7 min	This video examines Lewin's Force Field analysis and how it can be used to evaluate whether change is feasible. A case study of British Airways shows how Lewin's Force Field is useful for implementing and managing change in real life.	<a href="https://clickv.ie/w/xyJl">https://clickv.ie/w/xyJl</a>

View the playlist for Organisational structure at:  
<https://clickv.ie/w/PaKl>

## Effective recruitment

Title	Series	Length	Description	Link
 Workplace Leadership		14 min	This video answers questions such as 'Why are some people great leaders?' and 'Are leaders born or made?' and explores the role of effective leadership in the workplace.	<a href="https://clickv.ie/w/yyJl">https://clickv.ie/w/yyJl</a>
 Management Roles: Planning, Organising, Leading, Controlling		20 min	In this video, experts unravel the different tasks of management – planning, leading, organising and controlling – and the challenges they face in the various departments of large-scale organisations in the wider context of globalisation and technological innovation.	<a href="https://clickv.ie/w/zyJl">https://clickv.ie/w/zyJl</a>
 Job Applications	What Your Boss Wants	21 min	In this video, industry experts across the field talk about the job application process from recruiting to social media checks in the hospitality, business, health, and manufacturing industries.	<a href="https://clickv.ie/w/3yJl">https://clickv.ie/w/3yJl</a>
 What Employers Really Want		26 min	The video explores the set of employability skills most employers are looking for, including an ability to communicate effectively, work as a team member and solve problems, punctuality and appropriate dress sense.	<a href="https://clickv.ie/w/4yJl">https://clickv.ie/w/4yJl</a>
 Employability in Travel and Tourism	Travel and Tourism	26 min	This film looks at employability within the travel and tourism industry, a major employee in the UK and abroad. It explores career opportunities, the human resources function, recruitment and selection, training, appraisals and employee rights and responsibilities.	<a href="https://clickv.ie/w/5yJl">https://clickv.ie/w/5yJl</a>
 Recruitment in Action		33 min	This video offers a blow-by-blow account of the recruitment process in a travel company, including how managers work out the job advert, assess applications, conduct interviews and select a winning candidate. Equal opportunities issues are also highlighted.	<a href="https://clickv.ie/w/6yJl">https://clickv.ie/w/6yJl</a>

View the playlist for Effective recruitment at:

<https://clickv.ie/w/OaKl>



## Effective training, development and motivation

Title	Series	Length	Description	Link
 Workplace Training: Planning, Organising and Facilitating		17 min	This insightful and instructive video, hosted the owner of a successful training business with over 20 years experience in workplace training worldwide, follows an experienced workplace trainer and line manager as they plan, organise, facilitate and review a training plan.	<a href="https://clickv.ie/w/HyJl">https://clickv.ie/w/HyJl</a>
 The Induction Process	What Your Boss Wants	24 min	In this video, recruiters in business, hospitality, health, and manufacturing industries talk about the induction process, the probationary period, what's expected of a new employee, the type of feedback to expect and other tips to make a good first impression.	<a href="https://clickv.ie/w/LyJl">https://clickv.ie/w/LyJl</a>
 Motivational Theory		19 min	This film explores motivation and some influential modern theories (including Maslow's Hierarchy Herzberg, McGregor and McClelland), while business owners, operators and managers provide an insight into how motivation plays out in the workplace.	<a href="https://clickv.ie/w/GyJl">https://clickv.ie/w/GyJl</a>
 Training Resort Reps		16 min	This film examines a range of areas relating to the training of resort reps and covers the importance of training and product knowledge, induction training, work shadowing, mentoring and coaching, group and external training.	<a href="https://clickv.ie/w/JyJl">https://clickv.ie/w/JyJl</a>
 Teamwork	Business Studies	17 min	This film explores various aspects of teamwork, looking at different types of teams, then covers the Belbin's roles within teams. Conflict within teams and developing effective teams and evaluating their performance are also examined.	<a href="https://clickv.ie/w/KyJl">https://clickv.ie/w/KyJl</a>
 Management Roles: Planning, Organising, Leading, Controlling		20 min	In this video, experts unravel the different tasks of management – planning, leading, organising and controlling – and the challenges they face in the various departments of large-scale organisations in the wider context of globalisation and technological innovation.	<a href="https://clickv.ie/w/zyJl">https://clickv.ie/w/zyJl</a>

View the playlist for Effective training, development and motivation at:  
<https://clickv.ie/w/NaKl>

## Notes

## Notes



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