

# A Level Business Studies Revision Notes Pdf

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this work provides coverage of the new modular gce advanced level business studies syllabuses as well as existing linear courses it includes topics such as the economic environment marketing accounting and finance and organisational behaviour

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this textbook has been updated to meet the requirements of a level business studies students illustrated with photographs and images it follows a clear and coherent structure with key terms highlighted throughout

the handbook of business studies has been designed for the students studying in class xi xii to act as the revision cum quick study resource for various concepts of business studies this handbook is a multipurpose quick revision resource with unique format which displays concepts clearly places them in context and crisply identifies and describes all the factors involved this handbook has been divided into 25 chapters namely concepts of business forms of business organisation private sector entrepreneurship small business business environment strategy formulation

emerging modes of business e commerce m commerce e banking outsourcing multinationals indian transnationals management an overview evolution of management thoughts planning decision making organising staffing directing communication controlling organisational behaviour human resource management marketing management marketing research production operations management financial management financial markets international business environment sustainable development office management business communication and consumer protection consumerism the study material of the book has been prepared in the form of compendium consisting of all important topics such as concepts definitions principles and procedures well illustrated with examples and diagrams in the nutshell this book can be used as a compact and portable reference book for study purpose and for general reference due to its simple information and lucid language it can also be used for general reference this book will prove to be highly useful for aspirants preparing for competitive examinations like cet bba bca icwa cma cs etc

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a textbook for a level business studies and equivalent examinations it emphasizes the interrelation of a number of business skills areas and encourages students to apply theoretical principles through the provision of practical activities including case studies and fieldwork suggestions

the distinctive feature of this book is the international perspective it adopts on business very few businesses today operate in a narrow national marketplace and students are therefore encouraged to look at business organisations and business decisions from an international viewpoint essential material for understanding business studies principles and techniques activities and case studies based on actual businesses includes examination style questions

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