

Cambridge TECHNICALS LEVEL 3

BUSINESS

Cambridge
TECHNICALS
2016

Unit 1 – The business environment

RESOURCE LINKS

Version 1

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INTRODUCTION

Resource Links is an e-resource, provided by OCR, for teachers of Cambridge Technicals. It provides descriptions of, and links to, a variety of teaching and learning resources that you may find helpful.

Where appropriate, we have mapped the resources to this OCR unit/learning outcomes (LOs) and provided information about their cost and format.

If you know of other resources you would like to see included here, or discover broken links, please let us know. We would also like to hear from you if have any feedback about your use of these, or other, OCR resources. Please contact us at resources.feedback@ocr.org.uk

To find out more about this qualification please go to: <http://www.ocr.org.uk/qualifications/cambridge-technicals-business-level-3-certificate-extended-certificate-foundation-diploma-diploma-05834-05837-2016-suite>



Cambridge
TECHNICALS
2016

2016 Suite

- New suite for first teaching September 2016
- Externally assessed content
- Eligible for Key Stage 5 performance points from 2018
- Designed to meet the DfE technical guidance

TYPES OF RESOURCE

OCR Produced Resources

These are resources devised and produced directly by the Resources Development Team at OCR.

Publisher Partner Resources

For many subjects OCR works with a publisher partner to ensure that good quality resources such as textbooks are available for first teaching.

Whilst the publisher partner has access to our subject experts and we quality check and endorse these resources they are produced by, and remain the property of, the publisher partner. There is no financial link between OCR and its publisher partners and we do not pay for the development of, or receive any royalties from, these resources.

Endorsed Resources

These resources were produced entirely independently of OCR, but we have quality checked them for their suitability as a resource to support our qualifications.

Other Resources

Unless specifically stated these resources are completely independently produced and are not endorsed by OCR. We have looked at them though, and we think they could be useful in supporting our specifications.

We leave it to you, as a professional educator, to decide if any of these resources are right for you and your students, and how best to use them.

LINKS

Business Sectors

A short video which explains the difference between the primary, secondary and tertiary sectors of the economy.

Supports: LO1

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=8KDxAWfMwf4>

Office for National Statistics

UK's largest independent producer of official statistics and the recognised national statistical institute for the UK. Use it to collect information on statistics related to the economy, population and society at nation, regional and local levels.

Supports: LO1

Cost: Free

Format: Web page

<http://www.ons.gov.uk/ons/index.html>

Setting up a social enterprise

Government website giving information and guidance on business and the self-employed.

Supports: LO1

Cost: Free

Format: Web page

<https://www.gov.uk/set-up-a-social-enterprise>

Forms of business ownership

Explanations on sole traders, partnerships and private limited companies.

Supports: LO1

Cost: Free

Format: Web page

<http://www.bbc.co.uk/education/guides/z4br87h/revision>

What is the difference between a PLC and an LTD?

A simple explanation of the difference between these two different types of companies.

Supports: LO1

Cost: Free

Format: Web page

<http://www.ask.com/business-finance/difference-between-plc-ltd-87af338b8212764b>

Difference between Ltd and PLC

A more detailed explanation of the difference between these two business types.

Supports: LO1

Cost: Free

Format: Web page

<http://www.differencebetween.net/business/difference-between-ltd-and-plc/>

Organisation: Limited Companies (GCSE)

A detailed overview of the meaning of a PLC company, including the disadvantages.

Supports: LO1

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/reference/organisation-limited-companies>

Primary, secondary and tertiary sectors

A short film explaining the three sectors.

Supports: LO1

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=s24tfWgNUPO>

The Modern Economy: Primary, Secondary & Tertiary sectors

A lesson that discusses and explores the interaction between the primary, secondary and tertiary sectors of the modern economy.

Supports: LO1

Cost: Free

Format: Web page

<http://study.com/academy/lesson/the-modern-economy-primary-secondary-tertiary-sectors.html>

Strategy theory – Primary, secondary and tertiary activity

A detailed explanation of activities that take place in primary, secondary and tertiary markets.

Supports: LO1

Cost: Free

Format: Web page

<http://businesscasestudies.co.uk/business-theory/strategy/primary-secondary-and-tertiary-activity.html#axzz3lzFg9n3k>

Outsourcing opportunity as spending cuts on the horizon

BBC news channel – short film on budget cuts and the impact of outsourcing to private business.

Supports: LO1

Cost: Free

Format: Video

<http://www.bbc.co.uk/news/uk-politics-11557091>

Private v Public Sector – A Clash of Two Cultures?

An article looking at the differences between private and public sector.

Supports: LO1

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/blog/private-v-public-sector-a-clash-of-two-cultures>

Public sector

A simple and short definition of the public sector.

Supports: LO1

Cost: Free

Format: Web page

<http://www.businessdictionary.com/definition/public-sector.html>

Revision Presentation – Startup Business Structures

Revision presentation regarding choosing the correct legal business structure for business.

Supports: LO1

Cost: Free

Format: Web page

<http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-startup-business-structures>

Understand the purpose and ownership of business

Theory notes for Unit 1, Learning Outcome 1.

Supports: LO1

Cost: Free

Format: Web page

<http://www.businessed.co.uk/index.php/home/theory/cambtec/cambtec-l2-theory#purpose>

Revision Presentation – Limited Liability

Educational resources: a revision presentation regarding limited liability.

Supports: LO1

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/blog/revision-presentation-limited-liability>

Aims and objectives

Revision test and video on business aims and objectives, including explanation of SMART objectives.

Supports: LO1

Cost: Free

Format: Web page

<http://www.bbc.co.uk/education/guides/z9gcd2p/revision/2>

Starbucks: Our Mission

An example of a business's corporate values and mission statement.

Supports: LO1

Cost: Free

Format: Web page

<http://www.starbucks.co.uk/about-us/company-information/mission-statement>

Coca-Cola – Mission, Vision And Values

An example of a business's corporate aims and mission statement and the set of goals developed to achieve its mission.

Supports: LO1

Cost: Free

Format: Web page

<http://www.coca-cola.co.uk/about-us/mission-vision-and-values/>

Objectives of a New Business

An overview presentation of the likely objectives of a new business.

Supports: LO1

Cost: Free

Format: Web page

<http://www.slideshare.net/tutor2u/objectives-of-a-new-business>

Business Objectives – Introduction

Introductory worksheet on business objectives – useful for a first lesson.

Supports: LO1

Cost: Free

Format: Web page

<http://www.tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-mission-aims-objectives-and-stakeholders>

Richard Branson's estimated net worth...

Interview about his reasons for success and his ability to expand the global brand.

Supports: LO1

Cost: Free

Format: Web page

<https://www.youtube.com/watch?v=R9WXsPai3fE>

OCR Business for A level

Gives a comprehensive coverage of all the business topics including objectives.

Supports: LO1 and all other learning objectives

Cost: £34.99

Format: Textbook

http://www.amazon.co.uk/OCR-Business-Level/dp/1471836150/ref=sr_1_1?s=books&ie=UTF8&qid=1448615254&sr=1-1&keywords=ocr+a+level+business+studies

Functions in a Business (GCSE)

Explains that different departments have their own specific jobs or tasks called functions.

Supports: LO2

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/reference/functions-in-a-business>

How roles and functions contribute to competitive advantage

A case study on the Tarmac workforce working together to achieve its aims and objectives.

Supports: LO2

Cost: Free

Format: Web page

<http://businesscasestudies.co.uk/tarmac/how-roles-and-functions-contribute-to-competitive-advantage/organisational-roles-and-functions.html#axzz3mepF10HJ>

Functional areas within business

Presentation on the functional areas found within business.

Supports: LO2

Cost: Free

Format: Web page

http://www.slideshare.net/edevaramane/unit-1-functional-areas-of-business-organisation?next_slideshow=1

Developing an effective organisational structure

A case study on the organisational structure at Syngenta: a large agriculture company.

Supports: LO2

Cost: Free

Format: Web page

<http://businesscasestudies.co.uk/syngenta/developing-an-effective-organisational-structure/organisational-structure.html#axzz3scB2UCYr>

Organising staff

Revision activities and test on structuring a business.

Supports: LO3

Cost: Free

Format: Web page

<http://www.bbc.co.uk/education/guides/zpxtfg8/revision>

Create a Simple Org Chart

Short video on how to create a simple organisational chart.

Supports: LO3

Cost: Free

Format: Video

https://www.youtube.com/watch?v=xZm_clRV3VU

Developing responsiveness through organisational structure

A case study on UNISON and its organisational structure.

Supports: LO3

Cost: Free

Format: Web page

<http://businesscasestudies.co.uk/unison/developing-responsiveness-through-organisational-structure/the-structure-of-an-organisation.html#axzz3scB2UCYr>

Lesson Activity: The Human Organisation Chart

Short case study and explanation about how to create a human organisation chart with learners.

Supports: LO3

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/blog/the-human-organisation-chart>

Span of Control (GCSE)

Simple explanation and activities about wide and narrow spans of control.

Supports: LO3

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/reference/the-span-of-control>

Span of control

Overview of span of control and factors that affect it.

Supports: LO3

Cost: Free

Format: Web page

https://en.wikipedia.org/wiki/Span_of_control

Organisational structure

Explaining three ways a business could be structured – by function, by product and by area. This site has useful activities for learners.

Supports: LO3

Cost: Free

Format: Web page

http://www.businessstudiesonline.co.uk/AsA2BusinessStudies/TheoryNotes/OCR/F292/2_3_3/2_3_3.swf

Revision Quiz – Organisational Structures

Ten-question revision quiz on organisational structures.

Supports: LO3

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/blog/revision-quiz-organisational-structures>

Improving Organisational Structures

Revision presentation about how to improve an organisational structure.

Supports: LO3

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/reference/improving-organisational-structures-revision-presentation>

UK business hierarchy

An article that explains each level in the business hierarchy found in the UK.

Supports: LO3

Cost: Free

Format: Web page

<http://www.hierarchystructure.com/uk-business-hierarchy>

Organisational structure basics

Introductory information sheet on organisational structure.

Supports: LO3

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/reference/organisational-structure-basics>

Business Studies – Organisation Structure: Business Exam Tips

Short revision presentation about organisation structures.

Supports: LO3

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=Chb3Mk7wVQ>

How to Calculate Breakeven Point

Information sheet with explanation and examples of break-even.

Supports: LO4

Cost: Free

Format: Web page

http://bizfinance.about.com/od/pricingyourproduct/a/Breakeven_Point.htm

AAT Level 3 Focus on Cost & Revenues – Break-even Analysis

Information sheet, examples and short video on costs, revenues and break-even.

Supports: LO4

Cost: Free

Format: Web page

<http://www.firstintuition.co.uk/aat-level-3-focus-on-costs-revenues-break-even-analysis/>

Level 3 Costs and Revenues Exam Tips

Accounts exam board with resources and revision tips on costs and revenues.

Supports: LO4

Cost: Free

Format: Web page

<http://www.aatcomment.org.uk/aat-developing-your-career/studying-accountancy/level-3-costs-and-revenues-exam-tips>

Cash-Profit

Short animated video on the difference between cash and profit.

Supports: LO4

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=tWHpfeHAE3A>

Cash versus Profit

Animated video to explain the difference between cash and profit.

Supports: LO4

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=5CPKYFA3Tvo>

Revision Presentation – Profit and Cash

Revision presentation on the difference between cash and profit.

Supports: LO4

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/blog/revision-presentation-profit-and-cash>

What is the difference between variable cost and fixed cost in economics?

Useful explanation on the difference between fixed costs and variable costs.

Supports: LO4

Cost: Free

Format: Web page

<http://www.investopedia.com/ask/answers/032515/what-difference-between-variable-cost-and-fixed-cost-economics.asp>

Difference Between Fixed Cost and Variable Cost

Explanations and examples and a short video on the key differences between fixed and variable costs.

Supports: LO4

Cost: Free

Format: Web page

<http://keydifferences.com/difference-between-fixed-cost-and-variable-cost.html>

Small Business Finance. 3 – Types of Costs

Video explaining the different types of cost for a small business.

Supports: LO4

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=4f89dVC7CzE>

The business of farm-produced ice cream

Case study about setting up a small business, which includes start-up costs and break-even for farm-produced ice cream.

Supports: LO4

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/blog/the-business-of-farm-produced-ice-cream>

Revision Quiz – Costs, Revenues and Profits

Twenty-question revision quiz on basic concepts of measuring revenues, costs and profits.

Supports: LO4

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/blog/revision-quiz-costs-revenues-and-profits>

Revenue, cost and profit

Explanations, tests and videos on revenues, costs and profits.

Supports: LO4

Cost: Free

Format: Web page and video

<http://www.bbc.co.uk/education/guides/zxq2hyc/revision>

Calculating Profit, Contribution and Breakeven

Webinar to explain how to calculate costs, revenues, contribution and profit.

Supports: LO4

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/reference/calculating-profit-contribution-and-breakeven>

Interpreting Overall Cash Flow

Definitions and examples of cash flow statements.

Supports: LO4

Cost: Free

Format: Web page

<https://www.boundless.com/finance/textbooks/boundless-finance-textbook/financial-statements-taxes-and-cash-flow-2/the-statement-of-cash-flows-35/interpreting-overall-cash-flow-197-7279/>

Business Objectives – Introduction

A simple introduction and definition of business objectives.

Supports: LO5

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/reference/business-objectives-introduction>

High-Speed Rail Link Plans Build Up Steam

Sky News report on the HS2 rail link.

Supports: LO5

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=PM1XrtorZb8>

Stakeholders – Introduction

Fact sheet with examples and a good introduction to stakeholders.

Supports: LO5

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/reference/stakeholders-introduction>

Stakeholders in a Business

Worksheet – questions and answers on stakeholders.

Supports: LO5

Cost: Free

Format: PDF

<http://www.tutor2u.net/business/worksheets/Stakeholders.pdf>

Stop HS2 – Channel 4 News, Pete Waterman & Joe Rukin

News broadcast about stopping the proposed HS2 rail link.

Supports: LO5

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=LVhCiRvNDTg>

What is the difference between a shareholder and a stakeholder?

Explains the difference between stakeholders and shareholders.

Supports: LO5

Cost: Free

Format: Web page

<http://www.investopedia.com/ask/answers/08/difference-between-a-shareholder-and-a-stakeholder.asp>

Shareholders vs Stakeholders

Short video helping to explain the difference between a stakeholder and a shareholder.

Supports: LO5

Cost: Free

Format: Video

https://www.youtube.com/watch?v=7hfyfn_6fz8

Government Gives High Speed Rail Link The Green Light

Short case study on HS2 – useful when getting learners to debate either side of a stakeholder argument.

Supports: LO5

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=88aEKngUMBY>

HS2 High Speed Rail in UK – BBC Newsnight 7 May 2013

Short case study on HS2 – useful when getting learners to debate either side of a stakeholder argument.

Supports: LO5

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=4TyPq-4rZTI>

Stakeholder conflict in the battle over Royal Mail

Case study on stakeholder conflict as a result of the sell-off of Royal Mail.

Supports: LO5

Cost: Free

Format: Web page

<http://www.tutor2u.net/blog/index.php/business-studies/comments/stakeholder-conflict-in-the-battle-over-royal-mail>

Why Does Inflation Matter?

Short video produced by the Bank of England to explain why an understanding of inflation is important to business.

Supports: LO6

Cost: Free

Format: Video

<http://www.bankofengland.co.uk/education/Pages/resources/films/whydoesinflationmatter.aspx>

Shift happens 2015, and Did You Know? Shift Happens, 2014 remix

Informative videos which explain how the rate of change of technology is so important for business to understand and react to.

Supports: LO6

Cost: Free

Format: Videos

<https://www.youtube.com/watch?v=wMB77eJPYs8>

<https://www.youtube.com/watch?v=PcZg51lI9no>

The Social Media Revolution 2015

Informative video which explains how social media is so important for business to understand and react to.

Supports: LO6

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=0eUeL3n7fDs>

Revision Presentation – Business Legislation

Revision presentation about the major legislation that affects business.

Supports: LO6

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/blog/revision-presentation-business-legislation>.

How to get your whole class debating

Newspaper article which is useful to allow a debate about ethical and unethical business behaviour.

Supports: LO6

Cost: Free

Format: Web page

<http://www.theguardian.com/higher-education-network/teacher-blog/2012/jun/18/pupil-class-debate>

Made of money

Three 20-minute videos produced by the Bank of England – very good; giving a young person's take on inflation, interest rates, demand, exchange rates etc.

Supports: LO6

Cost: Free

Format: Videos

https://www.youtube.com/watch?v=cgK00RRuBxY&list=PLslyOrpjJ0z2Q_G5-2OtMfYcoAjzLRxfh&index=19

https://www.youtube.com/watch?v=IHLH-JImUQM&list=PLslyOrpjJ0z2Q_G5-2OtMfYcoAjzLRxfh&index=20

https://www.youtube.com/watch?v=pgezPGf4Sb4&index=22&list=PLslyOrpjJ0z2Q_G5-2OtMfYcoAjzLRxfh

ACCA-P3-A2A – PESTEL Analysis

Short video presentation to explain PESTEL analysis and the 6 factors that influence it.

Supports: LO6

Cost: Free

Format: Video

https://www.youtube.com/watch?v=bHQMT_NrDt0

UK Interest Rates and Impact on Businesses and Consumers

Looks at the topic of interest rates and the impact they have on UK business organisations and consumers.

Supports: LO6

Cost: Free

Format: Video

https://www.youtube.com/watch?v=_8TJpqhtkyk

Business plans

Organisation for helping people to set up in business – this covers help with a business plan and support for starting a business.

Supports: LO7

Cost: Free

Format: Web page

https://www.princes-trust.org.uk/need_help/enterprise_programme/explore_where_to_start/business_plans/business_plan_templates.aspx

The Two Page/30 Minute Business Plan

Resource useful for allowing learners to know how to structure a new business plan.

Supports: LO7

Cost: Free

Format: PDF

<http://www.tonymovak.com/two-page-business-plan-template.pdf>

Sources of Finance

A PowerPoint covering the theory of sources of finance. A starter activity that gets learners up out of their seats; finding their partner and accompanying worksheets for the unit.

Supports: LO7

Cost: Free, requires registration

Format: Web page

<https://www.tes.com/teaching-resource/sources-of-finance-6071357>

Self-assessed skills audit

A skills audit is a means by which a business assesses the skills needed for a particular job and evaluates whether the employee who is in the job has these skills.

Supports: LO7

Cost: Free

Format: Web page

<http://www.ocr.org.uk/Images/122649-unit-05-self-assessed-skills-audit-teacher-instructions.pdf>

SWOT analysis

SWOT analysis method and examples with free SWOT template.

Supports: LO7

Cost: Free

Format: Web page

<http://www.businessballs.com/swotanalysisfreetemplate.htm>

Create your Business Plan

Free business plan which allows learners to select the area of business they are interested in.

Supports: LO7

Cost: Free samples

Format: Web page

http://www.lawdepot.co.uk/contracts/business-plan/?loc=GB&pid=googleppc-buspln_gb-genericT1_a32-ggkey_business%20plan%20forms&gclid=CM2iraHBo8gCFQic2wodQEYPYQ

Sources of Finance

Sources of finance quiz with answers and a research task to set learners.

Supports: LO7

Cost: Free

Format: Web page

<http://Teachersnetwork.org/teachnet-lab/london/dsalbstein/sources/challenges.htm>

Sources of Finance – so many to choose from!

Worksheet for learners on which source of finance for business are suitable to specific situations.

Supports: LO7

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/blog/sources-of-finance-so-many-to-choose-from>

Sources of business finance

Worksheet on determining the best type of finance for each business case study given.

Supports: LO7

Cost: Free

Format: Web page

<http://webcache.googleusercontent.com/search?q=cache:zvVBexBcaH8J:https://academylearnbiz.files.wordpress.com/2011/08/sources-of-finance-case-study-task.doc+&cd=12&hl=en&ct=clnk&gl=uk>

Accounting and Finance – Sources of Finance

Short video about choosing the appropriate sources of finance.

Supports: LO7

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=5ll0mKg6-yl>

Sources of Finance Flashcards

Revision flashcards (both Word and Excel format) of the key sources of finance with a brief explanation of each one.

Supports: LO7

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/blog/sources-of-finance-flashcards>

Toy Story: Inventor reveals the secret life of Christmas toys

A four-minute video from the BBC illustrating the new product development process for toys.

Supports: LO7

Cost: Free

Format: Video

<http://www.bbc.co.uk/news/business-12022113>

Invention & Innovation (Revision Presentation)

An overview presentation of the concepts of innovation and invention in business.

Supports: LO7

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/reference/invention-innovation-revision-presentation>

Where do great ideas come from? (Hint: not where you think)

Short explanation about where ideas can come from and the five stages of ideas and how you can implement them into your own workflow.

Supports: LO7

Cost: Free

Format: Web page

<https://fizzle.co/sparkline/great-ideas>

Levi Roots full Dragon's Den appearance

Video of Levi Roots' appearance on *Dragons' Den* and his business pitch on trying to secure a £50,000 investment for his Reggae Reggae sauce business.

Supports: LO7

Cost: Free

Format: Video

<https://www.youtube.com/watch?v=kQTzLJCUtjk>

SWOT Analysis Examples

Slideshow and examples of how to carry out SWOT analysis.

Supports: LO8

Cost: Free

Format: Web page

<http://articles.bplans.com/swot-analysis-examples/>

How to use SWOT analysis

An example of a one-hour lesson (which can be adapted into two 45-minute lessons) on how to use SWOT analysis.

Supports: LO8

Cost: Free

Format: Web page

http://www.besig.org/Libraries/Lesson_plans/2014_Second_Prize_Winner_Tatjana_Jancic.sflb.ashx

Changes of market share at Radio 1

Case study about the market share of Radio 1 which can be used to consider market segmentation and product extension.

Supports: LO8

Cost: Free, requires registration

Format: Web page

<https://www.tes.com/teaching-resource/changes-of-market-share-at-radio-1-6318062>

3 little pigs do a SWOT analysis

A fun animation video about SWOT analysis.

Supports: LO8

Cost: Free

Format: Video

https://www.youtube.com/watch?v=RQ44D_DPuaA

Review your business performance

Business review – information sheet explaining the importance of reviewing the progress of a business.

Supports: LO8

Cost: Free

Format: Web page

<http://www.infoentrepreneurs.org/en/guides/review-your-business-performance/>

Using Financial Accounts to Assess Business Performance

A guide detailing the stages to go through to assess business performance and suggesting actions that could be taken to implement any improvements that have been identified.

Supports: LO8

Cost: Free

Format: Web page

<http://www.tutor2u.net/business/reference/using-financial-accounts-to-assess-business-performance>

SWOT analysis method and examples

An explanation about SWOT analysis with examples and a free template to use.

Supports: LO8

Cost: Free

Format: Web page

<http://www.businessballs.com/swotanalysisfreetemplate.htm>



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