

Checklist

What you should know

By the end of this subtopic, you should be able to:

- define the following terms: (AO1)
 - economies of scale
 - diseconomies of scale
 - internal growth
 - external growth
 - merger
 - acquisition
 - takeovers
 - joint venture
 - strategic alliance
 - franchising
- explain why businesses are interested in growing (AO2)
- discuss the impact of growth for companies and countries (AO3)
- explain different types of internal and external economies and diseconomies of scale (AO2)
- distinguish between internal and external growth (AO2)
- examine different types of external growth (AO3)
- explain why businesses decide to stay small or to grow (AO2)
- evaluate advantages and disadvantages of growing and/or staying small (AO3)
- describe generative business practices (AO1)
- apply an Ansoff Matrix in a given context (AO2)
- apply a Force Field analysis in a given context (AO2)

