

STUDY PLATFORM

Strategic Business Leader (SBL)

Steve Chen
Author, Examiner, Marker



Our course will ensure you a quick pass in the SBL exam!

Platform Overview

Strategic Business Leader (SBL)

Phase 1: 2025 Tuition Lectures / Introduction to the SBL Exam

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Quick SBL Syllabus Summary (Only ...

Introduction to the SBL Exam

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Exam Introduction

- Exam duration – 195 min including reading, planning and reflective time
- Total marks – 100 marks (80 technical marks and 20 professional marks)
- Passing marks – 50 marks
- All questions are compulsory (Preseen material is available two weeks before the exam)

format

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Tuition Course

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2025 Tuition Lectures / Chapter 3 Lectures Leadership, Culture, Talent management and Organisational ...

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Super 3.5 Hrs Quick SBL Syllabus S...

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Task

clear guidance

NOT clear guidance.

needs clear guidance, I would say that less

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Hands on approach dealing with recent questions in CBE

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Session2:

Symbol

Task 1 (38 marks)

the issues in relation to the joint venture raised by the CEO.

Exhibits

1. Bo

2. Art

3. Dre

4. Int

Pre-Seen

Praec

Tasks

Task

Response Options

Word

Spreadsheet

Slides

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Phase 2: Revision Course (Preseen+Recent Exam Qs+Exam Techniques) / Case 4 Cortjez

1. Business magazine article

2. Outline investment proposal

3. Principal risk review

4. Corjetz's performance report

Pre-seen Information

Corjetz

Task

Task 2 (40 marks)

Response Options

Word Processor

Spreadsheet

Slides

Corjetz is a low-cost regional airline business based in Corland.

You are a senior business analyst working in the finance department of Corjetz, reporting directly to the chief finance officer. You are also often asked to carry out tasks for other board members and senior managers.

It is currently September 20X3.

The following exhibits, available on the left-hand side of the screen, provide information relevant to the case study:

1. Business magazine article – A business magazine article featuring an interview with Corjetz's CEO, in which she discusses leadership and the role of the board members.

2. Outline investment proposal – A document outlining a proposal put forward by the chief commercial officer for investment in Intelligence (AI) flight simulation technology to deliver pilot training.

3. Principal risk review – An email from Corjetz's risk manager detailing the proposed updates to Corjetz's principal risks.

4. Corjetz's performance report – Headline financial results, KPIs and environmental and sustainability dashboard results for June 30th 20X3.

The pre-seen information, which you have already used to familiarise yourself with Corjetz and the industry in which it operates, is available on the left-hand side of the screen.

The above information should be used to answer each task within your chosen response option(s).

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Demo Speedy Note and Handout to summarise the whole syllabus



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Speedy Note

3.2 Macro-Environment – PESTEL Analysis

Political:

- 1. Stability:** Changes in laws/regulations affect business p
- 2. Infrastructure:**
 - Investment in transport and education boosts effici
 - Expansion leads to increased capacity.

Economic:

- 1. Economic Cycle:** In recession – Capacity decreases, focus on preserving cash flows.
- 2. Interest Rates:**
 - Higher interest - Increased financing costs for businesses.
 - Customers reduce spending.

Social:

- 1. Population Changes:** Shift from price focus to quality preference.
- 2. Mindset Shift:** Preference for green products and work-life balance.

Technological:

- 1. Cost Impact:** Carbon tax, automation (AI) – Drives down costs but requires upfront investment.
- 2. Innovation:** Drives development of green/high-margin products.

Environmental:

- 1. Compliance – CSR (Corporate Social Responsibility), Reactive Approach –** Reduce fines by following regulations.
- 2. Opportunities – Green products, Strategic CSR: Proactive Approach –** Develop new green products, boost brand image.

Legal:

Regulatory frameworks shape product lifecycle and costs.

Sustainable Business:

Blending reactive and proactive CSR strategies fosters long-term profitability.

ACCA SBL Exam Focus – PESTEL:

Supplier

E-Procurement.

E-sourcing

Find suppliers online

E-tendering / E-reverse Auctioning

Allows suppliers to submit information.
(closed) & buyer will choose one.

(opened) allowing suppliers to update continuously.

Web based ERP

work with selected supplier & we directly order from them.

E-informing. (we tell them our needs)

Ads:

- ↑ transparency ⇒ ↓ corruption
- ↓ manual work.

Disads:

- Reduce suppliers' Profit ⇒ NOT happy working with buyer
- Platform errors ⇒ NOT select suppliers on time, Production stops.

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Our Own Answer to the Recent Past Exam Questions



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Platinum Revision Basing on Recent Past Exam Answer

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Task 1a

Briefing notes

The briefing notes evaluates the JV and franchise ways, and with a recommendation

Joint venture (JV)

The JV means PVS sets up a number of clinics in the B4P stores under the agree that both parties can share return from it.

Sales

The JV can help increase our revenue because we are working with B4P which is largest of Arland's two pet superstores, this means that we can save lots of marketing expenses and more customers will know our brand. 2

PVS only has 85% clinics inside town centres, this means by working with B4P, we can increase our brand awareness in the north and east of Arland to better increase revenue from there.

Share Resources/Risks

PVS does not need to invest heavily in the facilities such as car parking, good public transport links if it works with B4P, this is because B4P has these resources already like B4P sharing these resources with PVS.

Cultural clashes/Quality

PVS culture is different from the B4P (results-oriented) because PVS values first innovative service, however, B4P uses the low cost strategy to provide basic level customer service only. This means that B4P's service quality may not be high, it may affect PVS's brand if we work together.

Franchise agreement

This means as a franchisor, PVS can get franchise fee from B4P upfront, and share later/subsequent returns from B4P, where B4P needs to follow prescribed standard franchise agreement.

Sales

PVS can share subsequent revenue from B4P each year, given B4P is the largest pet superstores, we could expect large revenue stream is available to PVS, and

Best wishes

Consultant

(b)

Briefing notes

This briefing note evaluate the benefits of (i) enhancing the use of social media in AT's e-marketing and communication with stakeholders; and (ii) investing in big data analytics to analyse the data obtained from social media.

(i) enhancing the use of social media in AT's e-marketing and communication with stakeholders

Develop relationships with supporters

AT can better understand what supporters preferences are by using online communities (forums) on areas of specific interest to supporters. This can help AT adjust its marketing strategies to either gain more traffic from the sponsorship, or to increase its total revenue by introducing the pricing plans which are popular among supporters.

Develop global relationships with supporters

AT can expose more of its brand to supporters from important market by using language-specific national platforms in those markets. It helps global supporters to understand a bit more about AT, and therefore, it's good for AT to improve revenue by additional merchandising opportunities matching with their culture.

Develop relationships with young supporters

AT can build a good relationship with young supporters by entering on the new platform, and this relationship may be lasting lifetime as they are at an early age. AT could strengthen the revenue stream from these young supporters.

Publicise AT's activities

AT can have a better relationship with supporters in communicating timely for their key events because they are posted using social media and it's on AT's calendar. This means that attendance rate would be expected to increase or to maintain in each event.

Demo Preseen Analysis, with Deep Application to the Latest Preseen Material, together with our Mock Exams, you can pass SBL Easily.

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March 24 AT Football Lectures

March 24 AT Football Mock Ex...

June 24 PVS Co Lectures and ...

Sept 24 Beago Co Lectures an...

Dec 24 Rodnim Events Lecture...

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Technological innovations

There are several technological innovations relating to events management which are directly impacting the industry within Harland. These include:

Live streaming of events

Developments in technology include the provision of internet enabled live streaming of events which is used when managing virtual events.

Artificial intelligence

Artificial intelligence can be used by events management businesses to interrogate and analyse data to identify patterns and trends which are likely to become features of future events. This can help events management businesses gain and sustain competitive advantage.

Navigation and mapping applications [apps]

Navigation systems help people attending an event find the venue using their own smart devices and mapping apps, reducing the need for local signage and physical venue guides at events.

QR codes

QR codes provide a link to a website page for a scheduled event and allow registrations and the sale and issue of tickets. QR codes can also be used as a secure method of controlling access to events when included as part of a ticket.

December 2024

5

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June 24 PVS Co Lectures and ...

Sept 24 Beago Co Lectures an...

Dec 24 Rodnim Events Lecture...

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1. Introduction

Beago is a transport network company (TNC) operating in the country of Bealand, which has a population of over 200 million people. Beago was established 12 years ago and has since grown to become the second largest TNC business in Bealand (based on revenue and customer numbers).

2. TNC industry information

Overview

A TNC is a business which provides on-demand transportation services to customers through a website or a mobile app-based platform. Unlike traditional taxicab hire businesses, TNCs do not maintain their own fleets of vehicles or employ drivers directly. Instead, individual drivers of cars work as independent contractors for TNCs. Customers request a ride through the TNC platform and are then connected to a contracted driver who is also connected to the platform. For the

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