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| **Topics**  | **What you need to know** | **RAG** | **Have you revised it?** |
| **Business sectors**  | PrimarySecondaryTertiaryWhat has happened to employment/output in each?Reasons why employment/output has changed? |  |  |
| **Business ownership**  | Sole traderPartnershipPrivate limited companyPublic limited company 4 features of eachAdvantages/disadvantages |  |  |
| **Public or private sector**  | Public sector-government ranPrivate-sole trader, partnership, ltd, plcAdvantages/disadvantages of each  |  |  |
| **Recruitment**  | Define job description/personal specificationWho writes themWhy are they writtenAdvertising methods-internet, recruitment centre, job centre, newspaper etcAdvantages/disadvantages of eachInternal/external advantages/disadvantagesShort listing-CV, application formFinal stage-interviews, group tasks, testWhat should a good recruitment process look like? |  |  |
| **Training**  | On the jobOff the jobInduction Advantages/disadvantages of eachExamples of how it would happen in different busineses |  |  |
| **Pay and motivation**  | **Define and advantages/disadvantages and monetary/non monetary of the following:**Salary/wage, Bonus, Fringe benefits/perks, Reward scheme, profit sharingJob rotationJob enrichmentJob enlargementAutocratic/democratic management |  |  |

**Paper 1**

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| **Stakeholders**  | What is a stakeholder?What interests do the following have:GovernmentEmployeesLocal communityCustomersHow can owners and customers interests **conflict**? |  |  |
| **Objectives**  | ProfitSurvivalGrowth How are profit and growth linked?How does profit and employee motivation conflict?Which objective comes first, second, third and why?Why do objectives change over time? |  |  |
| **Growth**  | Define organic growth How does a business grow organically Define external growth Define take over and mergerAdvantages/disadvantages of each Horizontal merger/takeoverVertical merger/takehover |  |  |
| **Communication**  | **Methods such as:**EmailTxtPhone callVideo conferenceLetterAdvantages/disadvantages of each**Barriers to communication:**TimeLanguageTechnical issueWrong method |  |  |
| **Organisational structures**  | **Define:**Chain of commandSubordinateLine managerDelegateDelayeringSpan of control**Advantages and disadvantages:**Wide span of controlNarrow span of controlLong chain of commandShort chain of command What does each department/function do? |  |  |
| **Employment law** | Sex discriminationAge discriminationDisability discriminationMinimum wage  |  |  |
| **Work patterns**  | Advantages/disadvantages of working from home/part time/flexible hours/zero hours contracts/compressed hours |  |  |
| **Enterprise** | What is enterprise?What is an entrepreneur?What skills/qualities does an entrepreneur have? |  |  |
| **Business plans**  | What is a business plan?What is included in a business plan?Why do business make them? |  |  |
| **Marketing**  | What does the marketing department do?What are the 4p’s? |  |  |
| **Market research**  | Define primary and secondaryGive examples of how to do each oneGive advantages and disadvantages of each oneDefine quantitative and qualitative research |  |  |
| **Market segmentation** | What is market segmentation?How can a business segment a target market?Why do businesses segment a target market? |  |  |
| **Price**  | Define:SkimmingPenetrationCost plusCompetitivePromotionalGive advantages and disadvantages of each  |  |  |
| **Place**  | Channels of distribution (draw)What has happened to distribution over time?Digital distribution |  |  |
| **Promotion**  | Define:ReductionsLoss leaderCompetitionsFree samplesAdvantages and disadvantages of doing thisAdvantages and disadvantages of:Social mediaWebsitePrint mediaTv/radio  |  |  |
| **Product**  | Define product life cycle Draw it and identify each sectionDefine unique selling point |  |  |