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| **Topics** | **What you need to know** | **RAG** | **Have you revised it?** |
| **Business sectors** | Primary  Secondary  Tertiary  What has happened to employment/output in each?  Reasons why employment/output has changed? |  |  |
| **Business ownership** | Sole trader  Partnership  Private limited company  Public limited company  4 features of each  Advantages/disadvantages |  |  |
| **Public or private sector** | Public sector-government ran  Private-sole trader, partnership, ltd, plc  Advantages/disadvantages of each |  |  |
| **Recruitment** | Define job description/personal specification  Who writes them  Why are they written  Advertising methods-internet, recruitment centre, job centre, newspaper etc  Advantages/disadvantages of each  Internal/external advantages/disadvantages  Short listing-CV, application form  Final stage-interviews, group tasks, test  What should a good recruitment process look like? |  |  |
| **Training** | On the job  Off the job  Induction  Advantages/disadvantages of each  Examples 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 sharing  Job rotation  Job enrichment  Job enlargement  Autocratic/democratic management |  |  |

**Paper 1**

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| **Stakeholders** | What is a stakeholder?  What interests do the following have:  Government  Employees  Local community  Customers  How can owners and customers interests **conflict**? |  |  |
| **Objectives** | Profit  Survival  Growth  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 merger  Advantages/disadvantages of each  Horizontal merger/takeover  Vertical merger/takehover |  |  |
| **Communication** | **Methods such as:**  Email  Txt  Phone call  Video conference  Letter  Advantages/disadvantages of each  **Barriers to communication:**  Time  Language  Technical issue  Wrong method |  |  |
| **Organisational structures** | **Define:**  Chain of command  Subordinate  Line manager  Delegate  Delayering  Span of control  **Advantages and disadvantages:**  Wide span of control  Narrow span of control  Long chain of command  Short chain of command  What does each department/function do? |  |  |
| **Employment law** | Sex discrimination  Age discrimination  Disability discrimination  Minimum 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 secondary  Give examples of how to do each one  Give advantages and disadvantages of each one  Define 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:  Skimming  Penetration  Cost plus  Competitive  Promotional  Give advantages and disadvantages of each |  |  |
| **Place** | Channels of distribution (draw)  What has happened to distribution over time?  Digital distribution |  |  |
| **Promotion** | Define:  Reductions  Loss leader  Competitions  Free samples  Advantages and disadvantages of doing this  Advantages and disadvantages of:  Social media  Website  Print media  Tv/radio |  |  |
| **Product** | Define product life cycle  Draw it and identify each section  Define unique selling point |  |  |