

Business Studies Learning Journey



Justify - 9 Marks

You will be given two choices/options. You can access full marks by just talking about one choice but to access top marks your answer must be balanced, have application and a conclusion.
 Use business context and 5 linked strands of development.
 1st paragraph: give a judgement e.g. advantages and 2 reasons why.
 2nd paragraph: give an opposing judgement to the chosen option (not of the other option) e.g. disadvantages and 2 reasons why.
 3rd paragraph: conclusion but... it depends on...

Discuss - 6 Marks

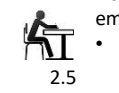
5 linked strands of development
 Can provide one or two impacts/benefits/reasons/drawbacks and then 5 linked strands of development in total (e.g. 3 strands for one impact and 2 strands for the other)
 Does not require any evaluation.

Explain - 3 Marks

ONE benefit/ impact/ method and then two linked strands of development.
 Non-context.

Calculate - 2 Marks

No marks for formula.
 Formula are not given; you must learn them.
 If a decimal answer, round to 2 decimal places if needed.



How businesses motivate employees:

- financial methods:
 - remuneration
 - bonus
 - commission
 - promotion
 - fringe benefits
- non-financial methods:
 - job rotation
 - job enrichment
 - autonomy

Exam & Post - 16 Destination

REVISION OF THEME 1 CONCEPTS AND EXAM TECHNIQUE

Evaluate - 12 Marks

A decision needs to be made in this answer.
 Use business context and 5 linked strands of development.
 1st/2nd paragraph: 1 or 2 advantages identified with 2/3 reasons why.
 3rd/4th paragraph: 1 or 2 disadvantages identified with 2/3 reasons why.
 5th paragraph: Conclusion BUT... it depends on...

The use and limitations of financial information in:

- understanding business performance
- making business decisions

The use and interpretation of quantitative business data to support, inform and justify business decisions:

- information from graphs and charts
- financial data
- marketing data
- market data

Business calculations
 The concept and calculation of:

- gross profit
 - net profit
- Calculation and interpretation of:
- gross profit margin
 - net profit margin
 - average rate of return

The impact of the economic climate on businesses

- Unemployment
- Changing income
- Inflation
- Changes in exchange rates
- Changes in interest rates
- Government taxation

Who business stakeholders are and their different objectives?

- Shareholders
- Employees
- Customers
- Suppliers
- Local community
- Pressure Groups
- Government

Risk: business failure, financial loss, lack of security
 Reward: business success, profit, independence

YEAR 10

1.1 ENTERPRISE AND ENTREPRENEURSHIP

Why and how new businesses come about

Identifying and understanding customer needs [price, quality, choice, convenience]

Market mapping to identify a gap in the market and the competition

Understanding the competitive environment
 Strengths and weaknesses of competitors based on price, quality, location, product range and customer service

What are business aims and objectives
 Financial: survival, profit, sales, market share, financial security
 Non-financial: social objectives, personal satisfaction, challenge, independence and control.

1.2 SPOTTING A BUSINESS OPPORTUNITY

The purpose, methods and use of market research

- Primary and secondary
- Qualitative and quantitative.
- Use of social media.
- Good and bad points of market research

How businesses use market segmentation to target customers based on location, demographics, lifestyle, income, age

Types of business ownership

- Sole trader
- Partnership
- Private limited company

Good and bad points of each

What is limited and unlimited liability?

Business revenues, fixed and variable costs and profits [including break even and margin of safety]
Key 1.3 formula
 Revenue = price x quantity sold
 Total costs = fixed costs + variable costs
 Profit = total revenue - total costs
 Gross Profit = revenue - cost of goods sold
 Net profit = Gross profit - expenses
 Interest % = (Total repayment - borrowed amount) ÷ borrowed amount X 100
 Break-even = fixed costs ÷ selling price - variable costs
 Margin of Safety = Actual sales - break-even sales

1.3 PUTTING A BUSINESS IDEA INTO PRACTICE

1.4 MAKING THE BUSINESS EFFECTIVE

How technology impacts on business

- E-commerce
- Social media
- Digital communication
- Payment systems

Factors influencing business

- location
- Market
- Labour
- Materials
- Competitors
- The internet
- Government policy

What is a franchise? Good and bad points of franchising

Internal (organic) growth through new products and new markets
 External growth through merger and takeovers

Why business aims and objectives change in response to:

- market conditions
- technology
- performance
- legislation
- internal reasons

Barriers to international trade:

- tariffs
- trade blocs

Internal and external sources of finance

Short term	Long term
Overdraft	Personal savings
Trade credit	Venture capital
	Share capital
	Loans
	Retained profit
	Crowd funding

The importance of cash & cash flow

- To pay employees
- To pay overheads
- To prevent insolvency

2.3 MAKING OPERATIONAL DECISIONS

Quality control and quality assurance

Procurement: working with suppliers

- quality
- delivery (cost, speed, reliability)
- availability
- cost
- trust

Impacts of technology on production

Production processes (Job, Batch, Flow)

Sources of finance for growing and established businesses

- Internal [retained profit and selling assets]
- External [loan and share capital]

Business and globalisation:

- imports: competition from overseas, buying from overseas
- exports: selling to overseas markets
- changing business locations
- multinationals

Product

- The Design Mix (Aesthetics, Costs and Function)
- Product Life Cycle
- Extension strategies

Place
 Methods of distribution: retailers and e-tailers (e-commerce).

2.5 MAKING HUMAN RESOURCE DECISIONS

Organisational structures

- hierarchical and flat
- centralised and decentralised

Ways of working

- part-time, full-time and flexible hours
- permanent, temporary, and freelance contracts
- the impact of technology on ways of working: efficiency, remote working

How businesses recruit people:

- documents:
 - person specification and job description
 - application form
 - CV
- recruitment methods used to meet different business needs (internal and external recruitment)

The importance of motivation in the workplace

- attracting employees
- retaining employees
- productivity.

Outline - 2 Marks

One benefit/ impact/ method with one linked strand of development. Written in context.

Analyse - 6 Marks

Use context and AJIM. An extended explain question. 5 linked strands of development.

Communication

- the impact of insufficient or excessive communication on efficiency and motivation
- barriers to effective communication

Good customer service

- Product knowledge
- Speed and efficient service
- Customer engagement
- Post-sales service
- Customer engagement

The impact of logistics and supply decisions on

- Cost
- Reputation
- Customer satisfaction

Managing stock

- bar gate stock graphs
- just in time (JIT) stock control.

The impact of different types of production process

Using the marketing mix to make business decisions

Promotion
 Promotion strategies

- advertising
- sponsorship
- product trials
- special offers
- branding

Pricing
 Pricing strategies

- Penetration
- Premium
- Economy
- Cost-plus
- Competitor
- Psychological
- Price skimming

Why businesses train and develop employees:

- the link between training, motivation and retention
- retraining to use new technology

END OF THEME 1

YEAR 11

2.1 METHODS OF BUSINESS GROWTH

Year 10 work experience week and debrief

Internal (organic) growth through new products and new markets
 External growth through merger and takeovers

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1.5 UNDERSTANDING THE EXTERNAL INFLUENCES ON BUSINESS

The impact of legislation on business

- Consumer law [Consumer Rights Act and The Trade Descriptions Act]
- Employer Law [Equality Act, Health and Safety at Work]

Who business stakeholders are and their different objectives?

- Shareholders
- Employees
- Customers
- Suppliers
- Local community
- Pressure Groups
- Government

The role of business enterprise and the purpose of business activity

- produce goods or services
- meet customer needs
- add value: convenience, branding, quality, design, USP

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