

Year 11 Guided Revision

Subject: Business Studies



Paper 1 - Investigating Small Business	
Wb 5th January	• Business enterprise • Why do new business ideas come about? • Characteristics of an entrepreneur • Risks and rewards of starting a business • Competition
Wb 12th January	• Why do businesses carry out market research? • Primary/Secondary research methods • Types of data collection • Use of social media in market research • Market segmentation • Market mapping
Wb 19th January	• Aims and objectives • Financial/non-financial aims and objectives • Revenue, cost and profit/loss • Interest
Wb 26th January	• Break-even • Break-even diagrams • Margin of safety • Cash flow • Sources of finance
Wb 2nd February	• Sole traders/partnerships • Limited companies • Private limited companies • Franchising
Wb 9th February (PPE2)	• Business location • Marketing mix • Business plans • Stakeholders
Wb 16th February	Half term - independent revision
Wb 23rd February (PPE2)	• Technology and business • Employment and the law • Consumer law • Unemployment and government taxes • Inflation and consumer income • Interest rates • Exchange rates
Wb 2nd March	• Internal/external growth • Economies/diseconomies of scale • Sources of finance - large businesses • Public limited companies

	• Changes in business aims and objectives
Paper 2 - Building a Business	
Wb 9th March	• Globalisation (imports, exports, multinationals, tariffs and trade blocs) • Ethical considerations • Environmental influences (pressure groups)
Wb 16th March	• Marketing mix • Design mix • Product life cycles • Extension strategies
Wb 23rd March	• Price • Pricing strategies • Promotion • Promotion and place
Wb 30th March	• Methods of production (job, flow and batch) • Managing stock (just-in-time and bar gate stock graphs) • Working with suppliers (procurement and logistics) • Quality (quality control and quality assurance) • The sales process
Wb 6th April	Easter holidays - independent revision
Wb 13th April	Easter Holidays - independent revision
Wb 20th April	• Average rate of return • Gross profit/net profit • Gross profit margin/net profit margin • Business data and performance
Wb 27th April	• Organisational structures (hierarchical/flat/centralised/decentralised) • Communication • Ways of working
Wb 4th May	• Motivation (promotion, job rotation, job enrichment and autonomy) • Recruitment • Training and development