

Areas of the syllabus	Understood?	Maybe....	Need to revise
<u>The business organisation</u>			
Understand the different ways of expanding a business including; <ul style="list-style-type: none"> • Mergers • Takeovers • Organic growth • Franchising 			
Know what stakeholders are			
Understand how stakeholders can be affected by the growth in a business			
Understand the advantages and disadvantages of becoming a PLC (from an LTD)			
Know what dividends are and “floating” on the stock exchange represents			
Be aware of what a franchise is and how it helps a company grow			
<u>Marketing</u>			
Understand what a product portfolio is			
Be aware of why a company would want to widen its product portfolio (PRODUCT)			
Understand the different stages of the product life cycle (introduction/ growth/ maturity/ decline/ extension) and how demand for products changes over time (PRODUCT)			
Appreciate some of the methods that businesses may use in order to extend a products life cycle (rebranding/ advertising etc) and how these may affect the other areas of the business (PRODUCT)			
Understand the different pricing strategies a firm can implement (skimming/ penetration/ loss-leader/ cost plus/ competitive) (PRICING)			
Be aware of the key factors which could affect the pricing decision of a company (nature of market/ level of competition) (PRICING)			
Understand what methods of promotion large companies use			
Know what sales promotion(s) are and how used			
Know what advertising is and different examples			
Know what sponsorship is and why used			
Know what direct marketing is and where used			
Understand what effects the selection of the promotional mix – competition, rivals, product itself etc (ALL PROMOTIONAL METHODS)			
Understand the different channels of distribution businesses use to get their products to the consumer – Telesales/ internet selling/ mail order/ retailers/ wholesalers (PLACE)			

To understand which of the channels (above) are suitable for particular situations (PLACE)			
<u>Finance</u>			
Understand the different sources of finance used by larger businesses including; <ul style="list-style-type: none"> • Selling unwanted assets • Loans/ Mortgages • Selling shares (a new share issue) • Retained profits 			
Be aware of the advantages and disadvantages of each of the methods above			
Understand how the profit & loss account and the balance sheet help stakeholders to assess the performance of a business			
Understand the different sections of the P and L and the Balance sheet – i.e. Assets/ Liabilities/Net Assets/ Turnover/Cost of Sales/ /Expenses/Gross and Net profits REMEMBER – <i>The Cat Grew Extra Nasty!</i>			
Understand how to interpret calculations using the following ratio's – taken from simplified balance sheets and profit and loss accounts; <ul style="list-style-type: none"> • Gross Profit Margin – gross profit/turnover x100 (%) • Net Profit Margin - net profit/turnover x100 (%) • Current Ratio – current assets/ current liabilities (to 2 d.p i.e. 1.45 or 0.67) • Acid Test Ratio - current assets - stock / current liabilities (to 2 d.p i.e. 1.45 or 0.67) <p>YOU WILL NOT NEED TO MEMORISE THESE AS THEY WILL BE PROVIDED IN THE EXAM</p>			
<u>People in Business</u>			
Understand how an organisational chart or hierarchy works and what layers of management are			
Be aware of what span of control means			
Understand how the shape of an organisational chart will affect how the company is managed			
Understand what centralisation and decentralisation are and their benefits and challenges to a business			
Be aware of suitable methods of recruitment and selection that a larger business would use			
Understand what an induction is and key features			
Be aware of benefits of a good induction and issues with those conducted poorly			
Appreciate the advantages and disadvantages of on and off the job training			
Understand why a business would use an appraisal or performance review system			
Be aware of a range of suitable motivational methods for use in a larger business – financial and non-financial			

Name:

Date

UNIT 2 Business Studies Revision list

Understand the different management styles that managers can use' <ul style="list-style-type: none">• Laissez-faire• Democratic• Paternalistic• Autocratic			
<u>Operations management</u>			
Understand what flow production is and why it is efficient			
Be aware of how division of labour and specialisation can improve efficiency			
Know what lean production means			
Understand how lean production can impact on training and motivation in a larger business			
Know about how larger businesses can have an advantage over smaller companies (economies of scale)			
Be aware of the disadvantages with a growing business (complicated production/ poor communication)			
Understand quality issues a firm can face and ways it can solve them (inspections/ outsourcing)			
Know of how TQM could help to improve quality in a business			