

**Subject: Business**

**Year Group: 11**

| <b>Paper 2 – Topic 1<br/>Growing the business</b>   | <b>Paper 2 – Topic 2<br/>Making marketing decisions</b>  | <b>Paper 2 – Topic 3<br/>Making operational decisions</b>   | <b>Paper 2 – Topic 4<br/>Making financial decisions</b>   | <b>Paper 2 – Topic 5<br/>Making human resource decisions</b>   |
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| <p><b>2.1.1 Business Growth</b></p> <ul style="list-style-type: none"><li>• Internal (organic) growth: new products, new markets (marketing mix, tech, overseas)</li><li>• External (inorganic) growth: mergers, takeovers</li><li>• Business ownership: public limited company (plc)</li><li>• Sources of finance:<ul style="list-style-type: none"><li>– Internal: retained profit, selling assets</li><li>– External: loan capital, share capital, flotation</li></ul></li></ul> <p><b>2.1.2 Changes in Aims and Objectives</b></p> <ul style="list-style-type: none"><li>• Why aims change: market conditions, technology, performance, legislation, internal reasons</li><li>• How aims change: survival/growth, entering/exiting markets, workforce changes, product range</li></ul> <p><b>2.1.3 Business and Globalisation</b></p> | <p><b>2.2.1 Product</b></p> <ul style="list-style-type: none"><li>• Design mix: function, aesthetics, cost</li><li>• Product life cycle: phases, extension strategies</li><li>• Differentiation importance</li></ul> <p><b>2.2.2 Price</b></p> <ul style="list-style-type: none"><li>• Pricing strategies</li><li>• Influences: technology, competition, segments, product life cycle</li></ul> <p><b>2.2.3 Promotion</b></p> <ul style="list-style-type: none"><li>• Strategies: advertising, sponsorship, trials, offers, branding</li><li>• Tech in promotion: targeted ads, viral ads, e-newsletters</li></ul> <p><b>2.2.4 Place</b></p> <ul style="list-style-type: none"><li>• Distribution methods: retailers, e-tailers (e-commerce)</li></ul> <p><b>2.2.5 Using the Marketing Mix</b></p> <ul style="list-style-type: none"><li>• Elements influence each other</li></ul> | <p><b>2.3.1 Business Operations</b></p> <ul style="list-style-type: none"><li>• Purpose: producing goods/services</li><li>• Production types: job, batch, flow</li><li>• Impact: productivity, cost, prices</li><li>• Technology: cost, quality, flexibility</li></ul> <p><b>2.3.2 Working with Suppliers</b></p> <ul style="list-style-type: none"><li>• Stock: bar gate graphs, JIT</li><li>• Procurement: quality, delivery, availability, cost, trust</li><li>• Logistics/supply: cost, reputation, customer satisfaction</li></ul> <p><b>2.3.3 Managing Quality</b></p> <ul style="list-style-type: none"><li>• Quality in goods/services</li><li>• Methods: quality control, quality assurance</li><li>• Benefits: cost control, competitive edge</li></ul> <p><b>2.3.4 Sales Process</b></p> <ul style="list-style-type: none"><li>• Elements: knowledge, speed, engagement,</li></ul> | <p><b>2.4.1 Business Calculations</b></p> <ul style="list-style-type: none"><li>• Gross profit and net profit</li><li>• Gross and net profit margins</li><li>• Average rate of return</li></ul> <p><b>2.4.2 Understanding Business Performance</b></p> <ul style="list-style-type: none"><li>• Data interpretation: charts, financial/marketing/market data</li><li>• Use of financial info: decision-making, performance understanding</li><li>• Limitations of financial info</li></ul> | <p><b>2.5.1 Organisational Structures</b></p> <ul style="list-style-type: none"><li>• Types: hierarchical, flat, centralised, decentralised</li><li>• Communication: effects on efficiency/motivation, barriers</li><li>• Ways of working: part/full-time, flexible, permanent/temp/freelance</li><li>• Tech: efficiency, remote working</li></ul> <p><b>2.5.2 Recruitment</b></p> <ul style="list-style-type: none"><li>• Job roles: directors, managers, team leaders, ops/support staff</li><li>• Process: person spec, job description, CV, application</li><li>• Internal vs external recruitment</li></ul> <p><b>2.5.3 Training and Development</b></p> <ul style="list-style-type: none"><li>• Methods: formal, informal, self-learning, ongoing, performance reviews</li><li>• Importance: motivation, retention, retraining</li></ul> |

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| <ul style="list-style-type: none"> <li>• Globalisation impacts: imports, exports, location, multinationals</li> <li>• Trade barriers: tariffs, trade blocs</li> <li>• Competing internationally: internet/e-commerce, marketing mix</li> </ul> <p><b>2.1.4 Ethics and Environment</b></p> <ul style="list-style-type: none"> <li>• Ethics: trade-offs between ethics and profit</li> <li>• Environment: trade-offs with sustainability and profit</li> <li>• Pressure groups' impact on marketing mix</li> </ul> | <ul style="list-style-type: none"> <li>• Building competitive advantage</li> <li>• Integrated marketing mix</li> </ul> | <p>feedback, post-sales</p> <ul style="list-style-type: none"> <li>• Importance of good customer service</li> </ul> |  | <p><b>2.5.4 Motivation</b></p> <ul style="list-style-type: none"> <li>• Why it matters: attraction, retention, productivity</li> <li>• Financial methods: pay, bonus, commission, promotion, perks</li> <li>• Non-financial: rotation, enrichment, autonomy</li> </ul> |
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