Year 12-13 SIL

Task 1 – Review of year 12 topics

3.1. What is business?

3.1.1 Understanding the nature and purpose of business

1. What are the 6 business objectives may a business set itself?

2. What is the relationship between mission and objectives?

3. Why do businesses set objectives?

4. What is the formula for total revenue?

5. Define the term 'fixed costs'.

6. Define the term 'variable costs'.

7. What is the formula for total costs?

3.1.2 Understanding different business forms

1. Complete the table below.

	Definition	Benefits	Drawbacks
Sole traders			
Private limited company			
Public limited company			
Private sector organisation			
Public sector organisation			

Non-profit organisations (e.g. charities			

2. Explain the difference between unlimited and limited liability.

3. Define the term 'ordinary share capital'.

5. State the formula for 'market capitalisation.

6. Define the term 'dividends'.

7. Explain the role of shareholders in a business.

8. Explain why a shareholder may invest in a business.

9. Give three factors that may influence the share price of a business.

10.   Explain why the objectives of a public limited company may be different to the objectives of a sole reader using example objectives to support your explanation.

3.1.3 Understanding that businesses operate within an external environment

1. Give the 7 external factors that can influence demand and costs.

3.2 Managers, leadership and decision making

3.2.1 Understanding management, leadership and decision making

1. What are the 5 roles of the manager?

2. Draw and label the Tannenbaum Schmidt continuum.

3. List the different leadership styles that exist.

3.2.2 Understanding management decision making

1. Define what is meant by 'scientific decision making' and given an example.

2. Define what is meant by 'intuitive decision making' and given an example.

3. Draw a decision tree below for a decision of your choice and calculate the expected values and net gains.

4. Give the five key influences that could influence decision making in a business.

3.2.3 Understanding the role and importance of stakeholders

1. Draw and label the stakeholder mapping theory below.

2. List 3 different influences on the businesses relationship with its stakeholders.

3. What are the different 5 different ways a business can manage its relationship with different stakeholders.

3.3 Decision making to improve marketing performance

3.3.1 Setting marketing objectives

1. List 5 different marketing objectives a business may set itself.

2. List two internal and external influences on marketing objectives.

3.3.2 Understanding marketing and customers

1. Give two types of primary research.

2. Give two types of secondary research.

3. Give two benefits of using qualitative data.

4. Give two limitations of using quantitative data.

5. Draw below a marketing map for the soft drinks industry.

6. Give the formula for market share.

7. Give the formula for market growth.

8. List the three different types of sampling.

9. Explain what is meant by a strong positive correlation.

10. Explain what is meant by a weak negative correlation.

11. Explain what is meant by the term 'confidence interval'.

12. Explain what is meant by the term 'extrapolation'.

13. What does it mean if a business has a price elasticity demand value of -0.8? What does this mean for the business?

14. What does it mean if a business has a price elasticity demand value of -1.8? What does this mean for the business?

3.3.3 Making marketing decisions: segmentation, targeting and positioning

1. Give the four different ways a market can be segmented.

2. What is the difference between a niche and a mass market?

3.3.4 Making marketing decisions: using the marketing mix

1. Define the marketing mix (including the 7 P's).

2. Draw the Boston Matrix below.

3. Draw the Product Life Cycle below.

4. Explain the difference between penetration pricing and price skimming.

5. Give three promotional methods that could be included in the promotional mix.

6. Give three distribution channels that could be used by a business.

7. What is meant by the term 'e-commerce'.

3.4 Decision making to improve operational performance

3.4.1 Setting operational objectives

1. Give the 6 different operational objectives that a business may set itself.

2. Give two internal and two influences on the operations objectives.

3.4.2 Analysing operational performance 1.

Give the formula for labour productivity.

2. Give the formula for unit costs.

3. Give the formula for capacity utilisation.

3.4.3 Making operational decision to improve performance: increasing efficiency and productivity

1. Define 'capacity'.

2. Define 'lean production'.

3. Give two benefits and two difficulties of using lean production.

4. What is meant by the optimal resource mix?

5. How can technology be used to improve operational performance?

3.4.3 Making operational decision to improve performance: quality

1. What is meant by the term quality?

2. What is the difference between quality control and quality assurance?

3. Give two benefits of improving quality.

4. Give two consequences of poor quality.

3.4.5 Making operational decisions to improve performance: managing inventory and supply chains

1. Define the term 'mass customisation'.

2. Give three ways a business can manage supply to match demand.

3. Draw and fully label an inventory control chart below.

4. List 5 influences on the choice of supplier.

5. Define the term 'outsourcing'.

3.5 Decision making to improve financial performance

3.5.1 Setting financial objectives

1. Give 5 financial objectives a business may set itself.

2. Give two internal and external influences on the setting of financial objectives.

3.5.2 Analysing financial performance

1. Define the term 'budget'.

2. Explain what a 'favourable variance' is.

3. Explain what an adverse variance is.

4. Draw and complete a cash flow forecast below.

5. Explain what a 'payable' is.

6. Explain what a 'receivable' is.

7. Draw and label a breakeven chart below.

8. What is the formula used to calculate breakeven output.

9. Give two benefits of using breakeven analysis.

10. Give two drawbacks of using breakeven analysis.

3.5.3 Making financial decisions: sources of finance

1. Define and give one benefit and one drawbacks of 'debt factoring'.

2. Define and give one benefit and one drawbacks of 'overdrafts'.

3. Define and give one benefit and one drawbacks of 'retained profits'.

4. Define and give one benefit and one drawbacks of 'share capital'.

5. Define and give one benefit and one drawbacks of 'loans'.

6. Define and give one benefit and one drawbacks of 'venture capital'.

3.5.4 Making financial decisions: improve cash flow and profits

1. Give 4 ways that a business can improve its cash flow.

2. Give 4 ways that a business can improve its profits.

3.6 Decision making to improve human resources decision making

3.6.1 Setting operational objectives

1. Give 6 HR objectives that a business may set itself.

2. Give two internal and two external influences on the setting of HR objectives.

3.6.2 Analysing human resource performance

1. Give the formula for labour turnover.

2. Give the formula for labour retention rates.

3. Give the formula for labour productivity.

4. Give the formula for labour turnover.

5. Give the formula for employee costs as a percentage of turnover.

6. Give the formula for labour cost per unit.

3.6.3 Improving organisational design and human resource flow

1. Give the 5 influences on organisational design.

2. Define the term 'delegation'.

3. Explain the difference between centralisation and decentralisation.

4. Give 5 elements included in the human resource flow.

3.6.4 Making human resources decisions: improving motivation and engagement

1. Give the 5 motivational theories that exist.

2. Give four financial methods of motivation.

3. Give two benefits of having a motivated workforce.

3.6.5 Making human resource decisions: improving employer-employee relations

1. Explain what is meant by the term 'trade unions'.

2. Explain what is meant by the term 'work councils'.

Task 2 – Business Winners & Losers

View the link/s given for each business and complete the tables with

detailed findings;

Business One: Zara

Link: https://www.businessinsider.com/why-zara-is-crushing-the-retail-industry-2016-5

What has happened, which topics from Year 12 does this link to?	
Who have or may be affected e.g. stakeholders?	
Why has this happened? Analyse the situation	
Your judgement on the situation.	

Business Two: Marks and Spencer's

Link: https://www.bbc.co.uk/news/business-61575556

What has happened, which topics from Year 12 does this link to?	
Who have or may be affected e.g. stakeholders?	
Why has this happened? Analyse the situation	
Your judgement on the situation.	

Business Three: Lush

What has happened, which topics from Year 12 does this link to?	
Who have or may be affected e.g. stakeholders?	
Why has this happened? Analyse the situation	
Your judgement on the situation.	

Task 3 – Preview work

Within the first couple of weeks of you returning as a year 13 student you will look at topic 3.7.3 assessing the existing internal position of a business to assess strengths and weaknesses – overall performance. In this topic you will look at different ways to assess Business performance. To help you do this you will be introduced to a new theory; Elkington's Triple Bottom line. In preparation for learning on this, please complete the following:

Watch the video tutorial on Elkington's Triple Bottom Line and answer the questions that follow: https://www.tutor2u.net/business/reference/csr-elkingtons-triple-bottom-line

1. Draw and fully label Elkington's Triple Bottom Line theory.
2. What does profit measure?
3. What does people measure?
4. What does planet measure?
5. Give two benefits associated with Elkington's Triple Bottom Line.
6. Give two drawbacks associated with Elkington's Triple Bottom Line.

Recommended additional SIL

Use the link below to read and understand all of the different theories that you could be questioned on in the final exams. Some you have already studied and others you will study in year 13. From this, produce your own revision booklet/revision cards on each theory including:

- What the theory shows
- When it can be used
- The pro's and con's of using each theory (additional research will be required to complete this bullet point)

https://filestore.aqa.org.uk/resources/business/AQA-7131-7132-TG-MTF-HB.PDF