



Aspire Achieve Thrive

**Spring Term  
(Half Term 3 and 4)**

# **Business**

**Year 11  
2 Year Course**

**Name:** \_\_\_\_\_

**Tutor:** \_\_\_\_\_

## Year 11 Homework Timetable

<b>Monday</b>	Ebacc Option D Task 1	Option C Task 1	Option A Task 1	
<b>Tuesday</b>	English Task 1	Tassomai Daily Goal 1	Option B Task 1	
<b>Wednesday</b>	Sparx	Science Task 1	Option C Task 2	
<b>Thursday</b>	Ebacc Option D Task 2	Tassomai Daily Goal 2	Option B Task 2	
<b>Friday</b>	Sparx	Science Task 2	English Task 2	Option A Task 2


Block A	Block B	Block C	Block D
Art Dance Drama Media Studies Music Photography	Business Studies Child Development Catering Computer Science Drama Health & Social Care IT Media Studies Sociology Sport	Art Business Studies Geography Health & Social Care History Catering Photography Sport Travel & Tourism	French Geography History

**Tassomai - 2 Daily Goals per week**  
**Sparx - 4 tasks of Sparx per week**

## Year 11 - Homework Plan Subject

<b>Week/Date</b>	<b>Homework Task</b>	<b>Examination Question</b>
Week 1 4th January (3 days)	<b>Revision Cards</b> on Promotion	Discuss reasons why a business may choose to reduce the amount of promotion that it undertakes.
Week 2 9th January 2023	<b>Cornell Notes</b> on Recruitment	Explain one reason why a business might use internal recruitment
Week 3 16th January 2023	<b>Revision Cards</b> on Recruitment	Explain one reason why a business might use external recruitment
Week 4 23rd January 2023	<b>Cornell Notes</b> on Effective Training	Discuss the impact to a business of investing in employee training (6 marks)
Week 5 30th January 2023	<b>Revision Cards</b> on Effective Training	Explain one reason why a business might send their employees on an external training course
Week 6 6th February 2023	<b>Cornell Notes</b> on Motivation	Discuss the impact to a business of investing in employee training (6 marks)
Week 7 20th February 2023	<b>Revision Cards</b> on Organisation Structure	Discuss the impact on a business of centralised decision making (6 marks)
Week 8 27th February 2023	<b>Cornell Notes</b> on Profit Margins	Last year, the sales revenue of a business was £10 million. Cost of sales were £2,550,000 and its operating expenses equalled £4.7 million.  Calculate: 1 - The gross profit of the business 2 - The net profit of the business
Week 9 6th March 2023	<b>Mock Exams</b>	Revision
Week 10 13th March 2023	<b>Mock Exams</b>	Revision
Week 11 20th March	<b>Cornell notes Business Revision Guide page 75 and 76</b>	Explain one reason why a business might use financial data?
Week 12 27th March 2023	<b>Revision on Theme 1</b>	Revision

**Business Studies Y11 Knowledge Organiser**

Week	Key Knowledge		Key terms	Contextual information
1  Promotional strategies	<b>Advertising</b> – Any paid advertising for example Newspapers, Radio, TV, social media		<b>Special offers</b> – Offering deals on products and services	<p><b>A promotional strategy is where a business will use a selection of media to complement each other in order to raise the profile of the brand and the product. Promotion done in isolation is much less likely to be successful</b></p> <p>For example: Magazine advert plus sales promotion</p> 
	<b>Sponsorship</b> - When a business pays to have its brand associated with another big brand or celebrity		<b>Public relations</b> – Linking the brand to a positive event or cause	
	<b>Product trials</b> – Offer free samples or substantially discounted access		<b>Branding</b> - Developing a brand personality that helps consumers to trust in the product or service	
Price – previous Knowledge	<b>Retailing</b> – Traditionally shops used to be found on the high street. This was where you would find all shoppers. Now they are often located on the outskirts of town in retail parks.	<b>E-tailing</b> – with the advent of Online shopping more and more consumers shop on the internet. This means a huge reduction in costs and high street premises are expansive. Plus the ability to sell globally.	<b>Location</b> – Some businesses choose to locate near to a particular resource or target market. For example a clothes manufacturer may locate to china to take advantage of labour costs	

Week	Key Knowledge		Key terms	
Pricing strategies	<b>High volume, low margin</b> – selling lots of a product with a low mark up. For example 1 million lipsticks at £1 = 1 million in Revenue		<b>Technology</b> – technology is cheaper than ever before. Businesses will sell electronic equipment at a fraction of the price as a result.	<b>Costs</b> – technology has driven down costs of production. Machinery can make products more cheaply due to efficiencies.
	<b>Low volume high margin</b> – Selling high quality products at high prices but expecting less sales. For example selling 50,000 lipsticks at £20 = 1 million		<b>Branding</b> – The quality of a brand will add value to a product or service	<b>Market segment</b> – Different market segments will be prepared to pay more for products and services. Some market segments will only be able to afford a certain price
			<b>Competition</b> – If there is lots of competition then prices will be reduced to win customers. If there is little or no competition then prices will be much higher	<b>Product life cycle</b> – A product will vary its price throughout its life cycle. During introduction and growth it will be cheap to encourage sales. In maturity it will be at its most expensive and in decline price will reduce again

Week	Key terms			
1  Integrated marketing mix	<b>Price</b> - is impacted by the quality of the product and the promotion of the product. If a product is high quality and promoted in a way that encourages the customer to believe it is quality then a consumer will pay a higher price.	<b>Product</b> – the higher the quality of the product the higher the costs to the business. A business will need to be sure that a customer is prepared to pay enough to cover the costs and make a profit	<b>Place</b> - If a business wants to sell a high quality product it will need to make sure it is located in the right place to reach the target market	<b>Promotion</b> – If a business is going to be an E-tailer then it will need to make sure that the promotional methods communicate the product or service successfully to the target market in order to generate sales

Week	Key documents			Internal recruitment	External recruitment
2 & 3 Recruitment	<p><b>Person specification</b> – contains a description of the characteristics, qualifications, experience and skills the right candidate would have.</p> <p>These characteristics are often broken into two columns: <b>essential</b> and <b>desirable</b></p>	<p><b>Job description</b> – contains key roles and responsibilities associated with the job</p>	<p><b>Curriculum Vitae (CV)</b> – a document listing a person's experience, employment history and qualifications</p>	<p>Recruiting staff from among your existing workforce.</p> <p>This creates opportunities for promotion within the business and can be a motivating factor for staff. However, if over-used it will mean new ideas and skills are not brought into the business.</p>	<p>Recruiting staff from other businesses and organisations to fill a role in your business.</p> <p>This can bring new ideas and skills into the business but may be demotivating to staff looking for promotion opportunities.</p>
Week	Key terms			Benefits of training	Costs of training
3 & 4 Training	<p><b>Formal training</b> is taking on a specific course to improve an aspect of your work, whereas <b>informal training</b> developing your skills 'on-the-job' at work, perhaps learning from colleagues.</p>	<p><b>Performance management</b> is a process in which employees set objectives with their manager and review their performance (e.g. after six months.)</p> <p><b>Retention</b> is the ability of a business to keep hold of its employees and therefore not have to replace them. Retention is a key benefit of offering training.</p>	<ul style="list-style-type: none"> <li>• More skilled workforce, greater productivity and higher quality output.</li> <li>• Training leads to a more motivated workforce who are loyal.</li> <li>• Allows a business to adapt and respond to changes (e.g. technological).</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive in terms of both the cost of courses, but also staff time.</li> <li>• Production may be disrupted while staff go out to training opportunities.</li> <li>• Once trained, workers are more attractive to other companies and could be 'poached'.</li> </ul>	
Week	Key terms	Benefits of motivation			
5 & 6 Benefits of motivation	<p><b>Productivity</b> is the output per worker per timer period.</p> <p>The more <b>productive</b> a business is the <b>lower the costs</b> of producing goods and services.</p>	<p>1. A more motivated workforce will be more <b>productive</b>. This means it will make more goods and services in the same time. <b>This reduces costs.</b></p>	<p>4. A more motivated workforce will offer <b>better customer service</b> as they will be happier and more willing to go out of their way to ensure customers have a good experience.</p>		
	<p><b>Remuneration</b> means all the financial rewards received from work. These can be <b>direct</b> (e.g. salary) or <b>indirect</b> (e.g., gym membership)</p>	<p>2. A more motivated workforce will <b>work harder</b>. They will '<b>go the extra mile</b>' for the business, e.g. working late to get a project finished before a deadline.</p>	<p>5. A more motivated workforce will be <b>more likely to stay at this business</b>, increasing <b>retention rates</b>. This means the business will spend less on hiring and training new employees.</p>		
		<p>3. A more motivated workforce will take <b>fewer days off sick</b> as they feel more positive about the business. Workers may feel guilty about taking a day off if it means colleagues have to work harder.</p>	<p>6. A business with a more motivated workforce will find it <b>easier to attract the best, most skilled employees</b> as they will be attracted to a positive working culture.</p>		
Week	Financial methods of motivation			Non-financial methods of motivation	
6 Methods of motivating Employees	<p><b>Wages</b> are paid to employees who work hourly. The minimum wage in 2019 for those aged 25 and over is £8.21.</p>	<p><b>Commission</b> is when employees (often sales people) are paid a percentage of the value of what they have sold, in addition to their a basic salary.</p>		<p><b>Job rotation</b> means being moved from one task to another at work so it doesn't become boring and monotonous.</p>	
	<p><b>Salaries</b> are paid to employees who work set hours and have to fulfil a set of responsibilities (e.g. teachers or managers).</p>	<p><b>Piece rate</b> means paying workers per item they produce. This motivates workers to increase their productivity.</p>		<p><b>Job enrichment</b> means giving employees a range of tasks and responsibilities which help them to learn and grow.</p>	
	<p><b>Fringe benefits</b> are often known as 'perks'. They include things like company cars, healthcare, discounts and mobile phones.</p>	<p><b>Promotion</b> means offering more senior roles with more responsibility to your staff for better pay. The more promotional opportunities exist, the more motivated staff will be.</p>		<p><b>Autonomy</b> is the independence to do your job in the way that you think is best. Giving employees decision making power makes them feel trusted.</p>	
	<p><b>Bonus</b> is when a lump sum given on top of normal wage or salary for reaching performance targets.</p>	<p><u>All of these depend on what motivates the employee and will also depend on individual and business circumstances.</u></p>		<p><b>Remote Working</b> means working for a business from somewhere that is not that business's main site or office. <b>Flexible Hours</b> means hours can be worked anytime with agreement between employee and employer.</p>	



Week	Types of organisational structure		Impact of different structures	
7 Organisational Structures 2.1	<b>Hierarchical</b> – a structure with many layers of hierarchy, and many managers (a tall structure)	<b>Centralised</b> – a structure in which all decisions are made by Head Office and dictated to the business	<ul style="list-style-type: none"> <li>Hierarchical structures lead to more opportunities for promotion.</li> <li>Flat structures require managers to be responsible for larger numbers of employees.</li> </ul>	<ul style="list-style-type: none"> <li>Centralised structures result in greater consistency.</li> <li>Decentralisation can mean decisions are faster and more responsive to local needs, but can result in reduced consistency.</li> </ul>
	<b>Flat</b> – a structure with few layers of hierarchy and few managers	<b>Decentralised</b> – a structure in which decision making power is delegated to junior managers		
	<b>Span of Control</b> - is the number of subordinates for whom a manager is directly responsible	<b>Chain of command</b> - The order of authority and delegation within a business.		

Week	Effective communication	Poor communication leads to:	Barriers to effective communication	Key definition	Case study
7 Communication	<ul style="list-style-type: none"> <li>Clear</li> <li>Accurate</li> <li>Complete</li> <li>Via the right medium</li> <li>Gives a chance for feedback</li> </ul>	<ul style="list-style-type: none"> <li>Lower motivation</li> <li>Poor customer service</li> <li>More mistakes made</li> <li>Lower efficiency</li> <li>Damage to reputation</li> </ul>	<ul style="list-style-type: none"> <li>People not explaining themselves fully / clearly</li> <li>The use of technical words or <b>jargon</b></li> <li>Messages being passed through many people</li> <li>Using an inappropriate medium</li> <li>Information overload (e.g. too many emails)</li> </ul>	<b>Jargon</b> – specialist words by a profession or a group which others find difficult to understand	In 2016, France passed a law giving all employees a legal right to avoid looking at or responding to emails outside of working hours.

Week	Key formulae	Key terms	Additional information
8 Gross and Net Profit	Gross profit = revenue – cost of sales	<b>Cost of sales</b> - The direct cost of purchasing raw materials and manufacturing finished products	Such as raw materials, packaging or direct wages
	Net profit = gross profit – expenses	<b>Expenses</b> - The wider costs of keeping the business running	Also known as <b>operating costs</b>
	Cost of sales = revenue – gross profit	<b>Revenue</b> - The total value of sales made in a given period of time	Also known as <b>turnover</b> or <b>sales</b> or <b>receipts</b>

Week	Key formulae	Problems with improving profit
8 Profit margins	$\text{Gross profit margin (\%)} = \frac{\text{gross profit}}{\text{sales revenue}} \times 100$ $\text{Net profit margin (\%)} = \frac{\text{net profit}}{\text{sales revenue}} \times 100$	<ul style="list-style-type: none"> <li>Attempting to increase profit by increasing revenue may lead to higher costs (promotion etc)</li> <li>Attempting to increase profit by reducing costs could reduce the quality of what you are selling and reduce your ability to make revenue</li> </ul>

Week	Key formula	Definition	So what does it really tell us?
8 Average rate of return	$\text{Average rate of return (\%)} = \frac{\text{average annual profit (total profit / no. of years)}}{\text{cost of investment}} \times 100$	ARR calculates the average yearly profit as a percentage of the sum invested.	<p>ARR tells us what percentage of the sum a business has invested it can expect to get back in each year of the project (on average).</p> <p>It can help businesses to decide between different investment options – the higher the ARR, the better.</p>

Section:	Content:
Section A	35 Marks –( Non contextualised) Multiple choice and long and short mark questions. End with a 6 mark question
Section B	30 Marks (Case Studies) Short and Longer questions
Section C	25 Marks (Case Studies) Short and Longer questions

Grading Scale	
New:	Current:
9	A*
8	
7	A
6	B
5	Top C
4	Bottom C

**Evaluate:** Worth 12 Marks (1 per exam)

- E.g. Evaluate whether Sally's ideas will be a success
- 2 reasons for and against – must be contextualised
- 3 link strands per side of the argument or 5 strands for a detailed answer
- Conclusion the same as Justify

**Analyse:** Worth 6 Marks (Appears in Section B – Case study)

The same as 'Discuss' although NOW must be linked to the case study

- Discuss what/the likely impact/benefit/drawbacks etc.
- Can provide one or two impacts although must total at least 5 link strands e.g. Reason ... because (1<sup>st</sup> link strand) ... therefore (2<sup>nd</sup> link strand) ... as a result (3<sup>rd</sup> Link strand)
- Must be contextualised, can be positive or negative

**Outline:** Worth 2 Marks (Appears in B & C – Case Studies)

- State one benefit/drawback/impact/method etc
- Provide one link strand
- Must be linked to the context
- Context doesn't mean just using the name of the business

**Calculate:** Worth 2 Marks (Appear in A,B & C)

- No need to state formula
- Must write your answer on the answer line (2 decimal places if required)
- Must show workings out

**Justify:** Worth 9 Marks (Appears in Section B & C)

- Involves a choice between 2 options. E.g. Neil and Sue are considering 2 options either increase price or reduce costs, justify which option they should choose
- Must be linked to the case study (contextualised)
- Pick an option and discuss the pros and cons of this choice.
- 3 linked strands per side of the argument E.g. Reason ...because (1<sup>st</sup> link strand) .... Therefore (2<sup>nd</sup> link strand) ... as a result (3<sup>rd</sup> link strand).
- Conclusion needed – My answer depends upon (pick up on other factors)

**Discuss:** Worth 6 Marks (Appears in Section A – no context)

- Discuss what/the likely impact/benefit/drawbacks etc.
- Can provide one or two impacts although must total at least 5 link strands e.g. Reason ... because (1<sup>st</sup> link strand) ... therefore (2<sup>nd</sup> link strand) ... as a result (3<sup>rd</sup> Link strand)
- Can be positive or negative points

**Explain:** Worth 3 Marks (Appear in A – no context)

- Explain one ... Impact/advantage/method/disadvantage
- 2 Link strands e.g. Reason ...because (1<sup>st</sup> link strand) ... therefore (2<sup>nd</sup> Link strand)

7. Evaluate

6. Justify

5. Analyse

4. Discuss

3. Outline

2. Explain

•Calculate

## STEP 2: CREATE CUES

**What:** Reduce your notes to just the essentials.

**What:** Immediately after class, discussion, or reading session.

**How:**

- Jot down key ideas, important words and phrases
- Create questions that might appear on an exam
- Reducing your notes to the most important ideas and concepts improves recall. Creating questions that may appear on an exam gets you thinking about how the information might be applied and improves your performance on the exam.

**Why:** Spend at least ten minutes every week reviewing all of your previous notes. Reflect on the material and ask yourself questions based on what you've recorded in the Cue area. Cover the note-taking area with a piece of paper. Can you answer them?

## STEP 1: RECORD YOUR NOTES

**What:** Record all keywords, ideas, important dates, people, places, diagrams and formulas from the lesson. Create a new page for each topic discussed.

**When:** During class lecture, discussion, or reading session.

**How:**

- Use bullet points, abbreviated phrases, and pictures
- Avoid full sentences and paragraphs
- Leave space between points to add more information later

**Why:** Important ideas must be recorded in a way that is meaningful to you.

## STEP 3: SUMMARISE & REVIEW

**What:** Summarise the main ideas from the lesson.

**What:** At the end of the class lecture, discussion, or reading session.

**How:** In complete sentences, write down the conclusions that can be made from the information in your notes.

**Why:** Summarising the information after it's learned improves long-term retention.



Date 4 / 1 / 23

Topic:

# WEEK 1

Questions	Notes

Summary:







**Date** 16//1/23

**Topic:**

# WEEK 3

Questions	Notes

**Summary:**





Date 23 / 1 / 23

Topic:

# WEEK 4

Questions	Notes

Summary:



Date 30 / 1 / 23

Topic:

## WEEK 5

Questions	Notes

Summary:





Date 6 / 1 / 23

Topic:

**WEEK 6**

Questions	Notes

Summary:



**Date** 20 / 2 / 23

**Topic:**

**WEEK 7**

<b>Questions</b>	<b>Notes</b>

**Summary:**









Date 06 / 3 / 23

Topic: Revision

**WEEK 9**

Questions	Notes

Summary:

Date 13 / 3 / 23

Topic: REVISION

WEEK 10

<b>Questions</b>	<b>Notes</b>

Summary:

Date 20 / 3 / 23

Topic: Business Revision Guide Page 75 and 76

## WEEK 11

Questions	Notes

Summary:















<b>Revision Card on Promotion</b>	<b>Answers</b>
<ol style="list-style-type: none"><li>1. What is a promotional strategy?</li><li>2. What ways can a business promote</li><li>3. What form of promotion reaches the largest audience</li><li>4. What is sponsorship</li><li>5. What is the aim of promotion</li><li>6. What is branding</li></ol>	

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<b>Revision Card on Recruitment</b>	<b>Answers</b>
<ol style="list-style-type: none"><li>1. What is meant by recruitment?</li><li>2. Identify the 4 different job roles</li><li>3. What does the operational staff do?</li><li>4. What is the difference between internal and external recruitment</li><li>5. What is a job description?</li><li>6. What is a person specification?</li><li>7. What is the benefit of internal recruitment</li></ol>	

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<b>Revision Card on Effective Training</b>	<b>Answers</b>
<ol style="list-style-type: none"><li>1. What is formal training?</li><li>2. Give examples of formal training</li><li>3. What is informal training?</li><li>4. Give examples of informal training</li><li>5. What is meant by self learning?</li><li>6. What is performance management?</li><li>7. Why is training important?</li></ol>	





<p><b>Revision Card on Organisation Structure</b></p> <ol style="list-style-type: none"><li>1. Explain what is meant by 'flat' structure</li><li>2. Explain what is hierarchical?</li><li>3. What is meant by span of control</li><li>4. What is meant by chain of command</li><li>5. What is effective communication</li><li>6. What is meant by a barrier to communication</li><li>7. What is meant by jargon?</li></ol>	<p><b>Answers</b></p>
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<p><b>Revision Card on</b></p> <ol style="list-style-type: none"><li>1. What is the formula for Gross Profit?</li><li>2. Define cost of sales?</li><li>3. What is the formula for Net Profit?</li><li>4. What are expenses of a business?</li><li>5. State the formula for Gross Profit Margin</li><li>6. State the formula for Net Profit Margin</li><li>7. State the formula for Average Rate of Return</li></ol>	<p><b>Answers</b></p>
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Aspire  
ACHIEVE  
Thrive

Develop your character



Aspire Achieve Thrive