

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
	<p><a href="#">1.1 Business Activity</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Concepts of needs, wants, scarcity and opportunity cost</li> <li>✓ Importance of specialisation</li> <li>✓ Purpose of business activity</li> <li>✓ The concept of adding value and how added value can be increased</li> </ul>	<p><a href="#">1.2 Classification of Business</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Basis of business classification, using examples to illustrate the classification</li> <li>✓ Reasons for the changing importance of business classification, e.g. in developed and developing economies</li> </ul>	<p><a href="#">1.3 Enterprise Business Growth and Size</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Characteristics of successful entrepreneurs</li> <li>✓ Contents of a business plan and how business plans assist entrepreneurs</li> <li>✓ Why and how governments support business start-ups</li> <li>✓ Methods of measuring business size,</li> <li>✓ Why some businesses grow and others remain small: Why some businesses fail</li> </ul>	<p><a href="#">1.4 Types of Business Organisation</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Sole traders, partnerships, private and public limited companies, franchises and joint ventures</li> <li>✓ Differences between unincorporated businesses and limited companies</li> <li>✓ Concepts of risk, ownership and limited liability</li> <li>✓ Recommend and justify a suitable form of business organisation</li> <li>✓ Business organisations in the public sector,</li> </ul>	<p><a href="#">1.5 Business Objectives and Stakeholder Objectives</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Need for business objectives and the importance of them</li> <li>✓ Different business objectives, e.g. survival, growth, profit and market share</li> <li>✓ Objectives of social enterprises</li> <li>✓ Main internal and external stakeholder groups</li> <li>✓ Objectives of different stakeholder groups and how these objectives may conflict with one another</li> </ul>	
18	19	20	21	22	23	24
	<p><a href="#">2.1 Motivating Employees</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Why people work and what motivation means</li> <li>✓ The benefits of a well-motivated workforce</li> <li>✓ The concept of human needs</li> <li>✓ Key motivational theories: ✓ <b>Non financial rewards</b> Financial rewards</li> </ul>	<p><a href="#">2.2 Organisation and Management</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Simple hierarchical structures:</li> <li>✓ Roles and responsibilities of directors, managers, supervisors,</li> <li>✓ Functions of management,</li> <li>✓ Importance of delegation</li> <li>✓ Features of the main leadership style trade unions and the effects of employees being union members</li> </ul>	<p><a href="#">2.3 Recruitment, Selection and Training</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Recruitment and selecting employees The importance of training and the methods of Training Why reducing the size of the workforce might be necessary Legal controls over employment issues and their impact on employers and employees</li> </ul>	<p><a href="#">2.4 Internal and External Communication</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Effective communication and its importance to business</li> <li>✓ Benefits and limitations of different communication methods</li> <li>✓ Recommend and justify which communication method to use in given circumstances</li> <li>✓ How communication barriers arise and problems of ineffective communication; how communication barriers can be reduced or removed</li> </ul>		
25	26	27	28	29	30	
	<p><a href="#">3.1 Marketing, Competition and the Customer</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Identifying and satisfying customer needs</li> <li>✓ Maintaining customer loyalty</li> <li>✓ Building customer relationships</li> <li>✓ Why customer/consumer spending patterns may change</li> <li>✓ Why some markets have become more competitive and how businesses can respond Niche and mass marketing Market Segmentation</li> </ul>	<p><a href="#">3.2 Market Research</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Market-orientated businesses (uses of market research information to a business)</li> <li>✓ Primary research and secondary research</li> <li>✓ Methods of primary research</li> <li>✓ The need for sampling</li> <li>✓ Methods of secondary research Accuracy in market research Presentation of market research results</li> </ul>	<p><a href="#">3.3 Marketing Mix</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Product Development</li> <li>✓ Brand image; impact on sales and customer loyalty</li> <li>✓ The role of packaging</li> <li>✓ The product life cycle: main stages and extension strategies Pricing methods, benefits and limitations Distribution channels Promotion methods; cost effectiveness in the marketing budget E-commerce, internet and social media in marketing</li> </ul>	<p><a href="#">3.4 Marketing Strategy</a></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>✓ Importance of different elements of the marketing mix in influencing consumer decisions in given circumstances</li> <li>✓ Recommend and justify an appropriate marketing strategy in given circumstances</li> <li>✓ Impact of legal controls on marketing strategy</li> <li>✓ Growth potential of new markets in other countries</li> <li>✓ Problems of entering foreign markets,</li> </ul>		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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	<p><b>4.1 Production of Goods and Services</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>Managing resources effectively</li> <li>Difference between production and productivity</li> <li>Benefits of increasing efficiency and how to increase it</li> <li>Why businesses hold inventories</li> <li>The concept of lean production: how to achieve it, - benefits of lean production</li> <li>Job, batch and flow production</li> <li>How technology has changed production</li> </ul>	<p><b>4.2 Costs, Scale of Production and Break-even</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>Classifying costs using examples,</li> <li>Use cost data to help make simple cost-based decisions,</li> <li>The concept of economies of scale with examples,</li> <li>The concept of diseconomies of scale with examples,</li> <li>The concept of break-even (BE)</li> <li>Calculate BE, construct BE chart</li> <li>Margin of safety and limitations of BE</li> </ul>	<p><b>4.3 Achieving Quality Production</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>What quality means and why it is important for all businesses</li> <li>The concept of quality control and how businesses implement quality control</li> <li>The concept of quality assurance and how this can be implemented</li> </ul>	<p><b>4.4 Location Decisions</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>Factors relevant to the location decision of manufacturing businesses and service businesses</li> <li>Factors that a business could consider when deciding which country to locate operations in</li> <li>The role of legal controls on location decisions</li> <li>Recommend and justify an appropriate location for a business in given circumstances</li> </ul>		
9	10	11	12	13	14	15
	<p><b>5.1 Business Finance: Needs and Sources</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>The main reasons why businesses need finance,</li> <li>Understand the difference between short-term and long-term finance needs</li> <li>Internal sources and external sources with examples</li> <li>Short-term and long-term sources with examples, e.g. overdraft for short-term finance and debt or equity for long-term finance</li> <li>Importance of alternative sources of capital</li> <li>Main factors to consider when choosing sources of finance</li> </ul>	<p><b>5.2 Cash-Flow Forecasting and Working Capital</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>Why cash is important to a business</li> <li>What a cash-flow forecast is, how a simple one is constructed and the importance of it</li> <li>Amend or complete a simple cash-flow forecast</li> <li>How to interpret a simple cash-flow forecast</li> <li>How a short-term cash-flow problem might be overcome, e.g. increasing loans, delaying payments, asking debtors to pay more quickly</li> </ul>	<p><b>5.3 Income Statements</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>How a profit is made</li> <li>Importance of profit to private sector businesses, e.g. reward for risk-taking/enterprise, source of finance</li> <li>Difference between profit and cash</li> <li>Main features of an income statement, e.g. revenue, cost of sales, gross profit, profit and retained profit</li> <li>Use simple income statements in decisionmaking based on profit calculations (constructing income statements will not be assessed)</li> </ul>	<p><b>5.4 Statement of Financial Position</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>The main classifications of assets and liabilities, using examples</li> </ul>	<p><b>5.5 Analysis of Accounts</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>The concept and importance of profitability</li> <li>The concept and importance of liquidity</li> <li>Gross profit margin</li> <li>Profit margin</li> <li>Return on Capital Employed</li> <li>Current ratio</li> <li>Acid test ratio</li> <li>Users of different accounts, and how ratios are used to make decisions</li> </ul>	
16	17	18	19	20	21	22
	<p><b>6.1 Economic Issues</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>Main stages of the business cycle, e.g. growth, boom, recession, slump</li> <li>Impact on businesses of changes in employment levels, inflation and Gross Domestic Product (GDP)</li> <li>Identify government economic objectives, e.g. increasing Gross Domestic Product (GDP)</li> <li>Impact of changes in taxes and government spending</li> <li>Impact of changes in interest rates</li> </ul>	<p><b>6.2 Environmental and Ethical Issues</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>How business activity can impact on the environment</li> <li>The concept of externalities: possible external costs and external benefits of business decisions</li> <li>Sustainable development; how business activity can contribute to this</li> <li>How and why business might respond to environmental pressures and opportunities,</li> <li>The role of legal controls over business activity affecting the environment</li> <li>Ethical Issues</li> </ul>	<p><b>6.3 Business and the International Economy</b></p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>The concept of globalisation and the reasons for it</li> <li>Opportunities and threats of globalisation for businesses</li> <li>Why governments might introduce import tariffs and import quotas</li> <li>Benefits to a business of becoming a multinational</li> <li>Potential benefits to a country and/or economy where a MNC is located</li> <li>Exchange rates and the impact on business</li> </ul>			
23	24	25	26	27	28	29
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