**YR11 End of Year Exam Revision List**

UNIT 1

* 1. **Nature of Business Activity** – factors of production, specialization, business functions and business sectors
  2. **Types of Organisation** – PLC, LTD, NGO, Non Profit, Charity, PPP (HL), sole traders, partnerships, franchises, problems facing start up businesses
  3. **Organisational Objectives and CSR** – mission, vision statements, aims, objectives, strategies, tactics – difference between them, ethical objectives, corporate social responsibility (CSR), social auditing
  4. **Stakeholders** – Internal, External, stakeholder conflict, resolving stakeholder conflict
  5. **External Environment** – STEEPLE analysis (social, technological, environmental, economic, political, legal, ethical – opportunities/threats of each of these on businesses)
  6. **Organisational Planning Tools** – SWOT analysis, scientific vs intuitive (HL), decision trees (HL), Ishikawa’s fishbone model (HL)
  7. **Growth and Evolution** – Internal and external economies of scale, diseconomies of scale, small vs large organisations, organic growth methods, external growth methods – mergers, acquisitions and takeovers, MBO’s, joint ventures, strategic alliances, franchises. Ansoffs matrix, Porter’s Generic strategies (HL)

1.9 **Globalisation** – Globalisation, multinational corporations and their effects on host countries

UNIT 2

**2.1 Human Resource Planning** – Workforce planning, recruitment and selection, internal and external recruitment, appraisals, training on job and off job, dismissal and redundancy, employment rights (HL), changing employment patterns and practices i.e. flexible working, teleworking, homeworking, Handy’s Shamrock Organisation (HL)

**2.2 Organisational Structure** – formal organizational structure, organizational chart, authority, responsibility, delegation and span of control, levels of hierarchy, HL – bureaucracy, centralization and decentralization, matrix structures, flexible structures, informal organization, outsourcing/offshoring

**2.3 Communication** – Oral, non-verbal, visual, formal, informal, informal groups, factors influencing the choice of communication, barriers to effective communication, consequences of poor communication, HL – communication networks

**2.4 Leadership and Management** – Leadership Styles, JL – Trait theories, contingency/situational theory, difference between leadership and management, key functions of management (3 theories – drucker, handy, fayol)

**2.5 Motivation** – content theories – Taylor, Maslow, Herzberg, McGregor Theory X & Y, HL – Mayo & McClelland, Process Theories – HL – Adams, Vroom

**2.6 Culture (HL)** – Impacts of culture on organisations and the consequences of culture clashes and how to deal with them

**2.7 Employer/Employee Relations (HL)** – Negotiations & collective bargaining, individual bargaining, conflict and industrial disputes, conflict resolution

**2.8 Crisis Management and Contingency Planning (HL)** – Crisis management and contingency planning – advanatages/disadvantages

UNIT 4

**4.1 The Role of Marketing** – Definition of the market and marketing, market and product orientation, measuring the size of a market, market share calculation, types of markets (monopolistic, oligopoly, monopoly)

**4.2 Marketing Planning** – Marketing mix outline (8P’s), Ethics of marketing, Social marketing, de-marketing, marketing audit, HL – Porter’s Five Forces Analysis, Role of market research (primary and secondary), HL – Sampling methods, limitations of sampling and sampling errors, Market segmentation and consumer profiles, positioning a product, position and perception maps, HL – Sales forecasting and trends

THIS IS A LOT OF THEORY – TRYING TO REVISE THIS ONLY THE NIGHT BEFORE IS NOT ADVISABLE. BUT REMEMBER THE MAJORITY OF YOUR MARKS ARE GOING TO COME FROM BEING ABLE TO APPLY THIS THEORY WHEN NECESSARY TO THE CASE STUDY BUSINESS. SO YOU ALSO NEED TO BE FOCUSING A LOT ON REVISING THE PAST PAPER QUESTIONS WE HAVE DONE TOGETHER IN CLASS AND THE PAST TESTS/EXAMS YOU HAVE DONE TO SEE WHERE YOU MAY BE GOING WRONG IN TERMS OF APPLICATION OR STRUCTURE OF YOUR ANSWER. USE THE COMMAND TERMS TO GUIDE YOU IN HOW TO STRUCTURE YOUR ANSWER. LOOK AT THE MARKSCHEME FROM THE LAST TEST TO SEE EXAMPLES OF THIS AS THE MARKSCHEME IS VERY SPECIFIC ABOUT STRUCTURE

Here are some of my favourite quotes, which will hopefully inspire you to revise and do well in the exam:

“My great concern is not whether you have failed, but whether you are content with your failure” – Abraham Lincoln

“A man can fail many times, but he isn't a failure until he begins to blame somebody else” – John Wooden

“A failure is not always a mistake, it may simply be the best one can do under the circumstances. The real mistake is to stop trying” – B. F. Skinner

“A man can fail many times, but he isn't a failure until he begins to blame somebody else” – John Burroughs

“We are all of us failures – at least, the best of us are.” – James Matthew Barrie

“Show me a thoroughly satisfied man – and I will show you a failure.” – Thomas Alva Edison

“If at first you don’t succeed, find out if the loser gets anything." – Bill Lyon