YEAR 11
BUSINESS STUDIES

SRI KDU International School SUBANG JAYA

PROGRAMME OF STUDY - TERM 1

TERM 1.1

Marketing Mix Promotion
- State the aims of promotion
- Explain different forms of promotion and how they influence sales, for example, advertising, sales promotion
- Discuss the need for cost effectiveness in spending the marketing budget on promotion.

Technology and marketing Mix
- Evaluate use of the internet and social media networks for promotion and the concept of e-commerce
- Explain the opportunities and threats of e-commerce to business and consumers.

Marketing Strategy
- Recommend and justify an appropriate marketing strategy in given circumstances
- Discuss the impact of legal controls on marketing strategy, for example, misleading promotion, faulty and dangerous goods
- Analyse growth potential of new markets in other countries
- Explain the problems of entering foreign markets, for example, cultural differences and lack of knowledge

TERM 1.2

Production and services
- State the difference between production and productivity
- Explain the benefits of increasing efficiency and how to increase it, for example, increasing productivity by automation and technology, improved labour skills
- Explain why businesses hold inventories
- Discuss the concept of lean production; how to achieve it, for example, just-in-time inventory control and Kaizen; benefits of lean production
- Analyse the main methods of production: the features, benefits and limitations of job, batch and flow production

Cost and Break even analysis
- Calculate the business costs – fixed, variable, average, total; use examples to illustrate these
- Explain how to use cost data to help make simple cost-based decisions, e.g. to stop production or continue

- Explain the concept of economies of scale with examples, e.g. purchasing, marketing, financial, managerial, technical
- Examine the concept of diseconomies of scale with examples, e.g. poor communication, lack of commitment from employees, weak coordination
- Construct, complete or amend a simple break-even chart
- Calculation and interpretation of the margin of safety and how to use break-even analysis to help make simple decisions, for example, impact of higher price
- Analyse the limitations of break-even analysis.

Quality Production

- State what quality means and why it is important for all businesses
- Explain the concept of quality control and how businesses implement quality control, Quality assurance and its impact on business decision.