

Business Term 1 – independent Research & Quizzes

Below are link to study notes and videos explaining the many topics from the first term of Edexcel AS Business. Students that develop their independent skills and start making notes will be very much advantaged when they start at Solihull Sixth Form College.

Content	Potential research
1.5.1 Role of Entrepreneur 1.5.2 Entrepreneur motives and characteristics	https://www.tutor2u.net/business/topics/entrepreneur https://www.tutor2u.net/business/reference/entrepreneurs-and-enterprise-skills-revision-presentation Revision quiz https://www.tutor2u.net/business/quiz/buss1/enterprise/quiz_html5.html
1.5.3 Business Objectives 1.5.4 Forms of business 1.5.5 Business choices	https://www.tutor2u.net/economics/reference/business-objectives https://www.tutor2u.net/business/reference/marketing-objectives-introduction https://www.tutor2u.net/business/reference/different-forms-of-business-introduction https://www.tutor2u.net/business/reference/stakeholder-v-shareholder-concept https://www.tutor2u.net/business/reference/limited-and-unlimited-liability Revision quiz https://www.tutor2u.net/business/reference/business-objectives
1.4 Managing People 1.4.1 Approaches to Staffing 1.4.2 Recruitment Selection and Training	https://www.tutor2u.net/business/people/index.html https://www.tutor2u.net/business/activities/matching-peoplebasics25_key.pdf https://www.tutor2u.net/business/reference/recruitment-selection-overview https://www.tutor2u.net/business/reference/recruitment-selection-revision-presentation https://www.tutor2u.net/business/reference/training-revision-presentation
1.4.3 Organisational Design	https://www.tutor2u.net/business/reference/organisational-structure-basics https://www.tutor2u.net/business/reference/improving-organisational-structures-revision-presentation https://www.tutor2u.net/business/reference/span-of-control-1 https://www.tutor2u.net/business/reference/functional-structures

	<p>Revision Quiz</p> <p>https://www.tutor2u.net/business/blog/revision-quiz-organisational-structures</p>
<p>1.4.4 Motivation in Theory and Practice</p> <p>1.4.5 Leadership</p>	<p>https://www.tutor2u.net/business/reference/people-management-introduction-to-motivation</p> <p>https://www.tutor2u.net/business/reference/motivation-maslow-hierarchy-of-needs</p> <p>https://www.youtube.com/watch?v=f-qbGAvR4EU</p> <p>https://www.youtube.com/watch?v=z4qdXvodZaE</p> <p>https://www.youtube.com/watch?v=nMfPAR_N1Do</p> <p>https://www.tutor2u.net/business/reference/motivation-financial-methods-revision-quiz</p> <p>Revision quiz</p> <p>https://www.tutor2u.net/business/blog/revision-quiz-motivation</p>
1.1.1 The Market	https://www.tutor2u.net/business/reference/understanding-markets-revision-video
<p>1.1.2 Market Research</p> <p>1.1.3 Market Positioning</p>	<p>https://www.tutor2u.net/business/reference/why-is-market-research-needed</p> <p>https://www.tutor2u.net/business/reference/primary-market-research</p> <p>https://www.tutor2u.net/business/reference/marketing-research-secondaryresearch</p> <p>Revision quiz</p> <p>https://www.tutor2u.net/business/reference/market-research-for-a-new-business-revision-presentation</p>
1.2.1 Demand	https://www.tutor2u.net/business/reference/revenue-and-demand-1
<p>1.2.2 Supply</p> <p>1.2.3 Markets</p>	https://www.tutor2u.net/business/reference/market-supply
<p>1.2.4 PED – Price Elasticity of Demand</p> <p>1.2.5 YED – Income Elasticity of Demand</p>	<p>https://www.tutor2u.net/business/reference/price-elasticity-of-demand?gclid=EAlalQobChMI8Z-tr5P-6AIVhLHtCh0I3w8fEAAYASAAEgKFMfd_BwE</p> <p>https://www.tutor2u.net/business/reference/income-elasticity-of-demand</p>
1.3.1 Product/service Design	https://www.tutor2u.net/business/reference/product-design

1.3.2 Branding & Promotion	
1.3.2 Branding & Promotion	https://www.tutor2u.net/business/topics/pricing-strategy
1.3.3 Pricing Strategies	https://www.tutor2u.net/business/reference/brands-and-branding-introduction
1.3.4 Distribution	https://www.tutor2u.net/business/reference/distribution-channels
1.3.5 Marketing Strategy	https://www.tutor2u.net/business/reference/marketing-strategy-an-introduction-to-product-portfolios