	Business	J		Year Group: 11	
	J2J	Half Term 1 Sept- Oct	Half Term 2 Oct-Dec	Half Term 3 -Jan- Feb	Half Term 4 - Feb- April
Scheme title	Business 2.1	Business 2.2	Business 2.3	Business 2.4	Business 2.5
Knowledge in	•Students will learn about the benefits of business growth and	Students should know the 3 elements	<ul> <li>Students need to know about different</li> </ul>	Students need to be able to know	Students need to be confident with
sequence	expanding globally. They will explore how businesses can become	of the design mix and how some might be more important to different	production methods and which businesses would use them	what gross and net profit are and how to calculate them	flat and tall business structures and the
	PLC's and use share capital to fund growth. They should also understand how businesses set aims and objectives and how these	products, they should be able to link	•Students should be able to recognise	•St+D1dents should also understand	affect they can have on communication within a business
	may change in periods of success and difficulty becoming more	this with the idea of creating a strong	the importance of supplier relationships		<ul> <li>Students should be able to identify</li> </ul>
	ambitious or conservative as necessary.	USP through design.	and how these can be managed	to compare one business to another as	barriers to effective communication and
	•Students learn about the ways a business can grow through organic	<ul> <li>Students should learn the key stages in</li> </ul>	•Both JIC and JIT stock control need to		the impact this has on staff
	or inorganic means. They will discuss the pros and cons of methods	the product life cycle and be able to	be explored and in the case of JIC	and costs.	<ul> <li>Students look at recruiting from within</li> </ul>
	such as takeovers and mergers vs the slower organic route. They	identify what happens at each stage as	students should be able to interpret a	<ul> <li>Average rate of return is a concept</li> </ul>	and externally and the advantages and
	should also recognise which businesses could afford to use such	well as how extension strategies can be	bar gate stock graph	students need to be confident with and	disadvantages of each method
	methods.	used to prevent decline	<ul> <li>Both methods of managing quality</li> </ul>	understand how it can be used to assess	<ul> <li>Motivational theory should be</li> </ul>
	<ul> <li>Students should consider how a product may have to be adapted for</li> </ul>	<ul> <li>Students should have an</li> </ul>	need to be explored with a key	the worthiness of different investments	explored – Maslow is a good example
	a global market as well as the difficulties and benefits that operating	understanding of different pricing	emphasis being on the advantages and	<ul> <li>Students need to be able to assess</li> </ul>	and this leads into both financial and
	globally could bring. They will build on their knowledge of the 4p's	strategies and promotional techniques	disadvantages of each method	performance of a business by analysing	non-financial methods of motivation
	and explain why things such as price may have to be changed to meet	<ul> <li>linking appropriate strategies to a</li> </ul>	<ul> <li>Students need to understand that a</li> </ul>	graphs and financial information to	
	the needs of developing markets.	target market	sales process can go from before	compare one year with another.	
	•Students will look at how businesses can act in an ethical manner	•Students need to explore 'place' from	someone buys something to the		
	and the benefits of doing so. This will be explored through looking at	the perspective of e tailing as well as	customer service both during and after		
	working conditions in the developing world as well as the	other distribution channels	purchase.		
	environmental impacts of businesses on things such as plastic waste. Students should be able to discuss how there could be a trade off	<ul> <li>It is important that they can analyse a marketing mix to see if it can work</li> </ul>			
	between being ethical and maximising profits and form a judgment	together to form an integrated			
	on which they think is more beneficial.	marketing mix			
Skills	Developing exam technique with the use of the BLT structure	Developing exam technique with the	Developing exam technique with the	Developing exam technique with the	Developing exam technique with the
		use of the BLT structure	use of the BLT structure	use of the BLT structure	use of the BLT structure
	Marketing mix		Controlling cost per unit can be linked		Students can link communication to
		Marketing mix is explored in theme one	with theme one financial calculations	Profit is a concept looked at across both	issues with expanding a business which
	Market research to understand customer needs	and theme two so is important to	Economies of scale is an important	themes	is covered in 2.1
		understand the 4 elements of.	concept that can also be linked with	Analysis of graphs is a skill needed for	
	Different forms of business and the benefits of branding are also		business growth 2.1	both themes on the course	
	covered in theme 1				
Key Words	Merger	Design Mix	Batch Production	Cost of Sales	Accountability
	Takeover	Advertising	Competitive Advantage	Demographics	Autonomy
			a		
	Public Limited Company	Aesthetics	Cost per Unit	Bonus	Bonus
	Public Limited Company Multinational	Aesthetics Branding	Cost per Unit Economies of Scale	Bonus Centralisation	Bonus Centralised
	Multinational Dividends		Economies of Scale Flow Production	Centralisation Chain of Command	Centralised Commission
	Multinational	Branding	Economies of Scale	Centralisation	Centralised
	Multinational Dividends Stock Market Flotation Stock Schange	Branding Competitive Advantage Cost Distribution	Economies of Scale Flow Production Job Production Just in Time	Centralisation Chain of Command Commission Communication	Centralised Commission Decentralised External Recruitment
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation	Branding Competitive Advantage Cost Distribution E-tailing	Economies of Scale Flow Production Job Production Just in Time Productivity	Centralisation Chain of Command Commission Communication Decentralisation	Centralised Commission Decentralised External Recruitment Flat Structure
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies	Economies of Scale Flow Production Job Production Just in Time Productivity Profit Margin	Centralisation Chain of Command Commission Communication Decentralisation Delayering	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function	Economies of Scale Flow Production Job Production Just in Time Productivity Profit Margin Quality	Centralisation Chain of Command Commission Communication Decentralisation Delayering Delegation	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market	Economies of Scale Flow Production Job Production Just in Time Productivity Profit Margin Quality Assurance	Centralisation Chain of Command Commission Communication Decentralisation Delayation Delegation Empowerment	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff Protectionist measure	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Assurance	Centralisation Chain of Command Commission Communication Decentralisation Delayering Delagation Empowerment Esteem	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description Job Enrichment
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff Protectionist measure Trading bloc	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Patent	Economies of Scale Flow Production Job Production Just in Time Productivity Profit Margin Quality Assurance Quality Assurance Quality Control Quality Mark	Centralisation Chain of Command Commission Communication Decentralisation Delayering Delegation Empowerment Esteem Esternal Communication	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description Job Enrichment Job Rotation
	Nutinational Dividends Stock Market Flotation Stock Karchange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Patent Pricing Strategies	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock	Centralisation Chain of Command Commission Decentralisation Delayering Delagation Empowerment Esteem External Communication Formal Communication	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description Job Encidment Job Rotation Job Satisfaction
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Patent Pricing Strategies Product Life Cycle	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock control	Centralisation Chain of Command Commission Decentralisation Delayering Delegation Empowerment Esteem External Communication Formal Communication Formal Communication	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description Job Enrichment Job Rataion Job Satisfaction Minimum Wage
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Priching Strategies Product Life Cycle Product Portfolio	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock	Centralisation Chain of Command Commission Communication Decentralisation Delayering Delegation Empowerment Esterm External Communication Formal Communication Freelance Workers Fringe Benefits	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Bescription Job Enrichment Job Rotation Job Statiachion Minimum Wage Motivation
	Multinational Dividends Stock Market Flotation Stock Karkange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Patent Pricing Strategies Product Life Cycle Product Portfolio Product Portfolio	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock control	Centralisation Chain of Command Commission Decentralisation Delayering Delagation Empowerment Esteem External Communication Freelance Workers Fringe Benefits Hiterachy	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description Job Enrichment Job Satisfaction Minimum Wage Motivation Person Specification
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability Pressure group	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Patent Pricing Strategies Product Life Cycle Product Deryfolio Product Trials Promotion	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock control	Centralisation Chain of Command Commission Decentralisation Delayering Delegation Empowerment Esteem External Communication Formal Communication Freelance Workers Fringe Benefits Hierarchy Informal Communication	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Jab Bescription Jab Enrichment Jab Rotation Minimum Wage Motivation Person Specification Renumeration
	Multinational Dividends Stock Market Flotation Stock Karkange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Pricing Strategies Product Life Cycle Product Trials Promotion Retailing Retailing	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock control	Centralisation Chain of Command Commission Commission Decentralisation Delayering Delegation Empowerment Esteram External Communication Formal Communication Freelance Workers Fringe Benefits Hierarchy Informal Communication Internal Communication	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Bexription Job Enrichment Job Kotation Job Satisfaction Minimum Wage Motivation Person Specification Renumeration Retention
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability Pressure group	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Patent Pricing Strategies Product Life Cycle Product Deryfolio Product Trials Promotion	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock control	Centralisation Chain of Command Commission Communication Decentralisation Delayering Delagation Empowerment Esteran External Communication Freelance Workers Fringe Benefits Hierarchy Informal Communication Internal Communication	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description Job Enrichment Job Satisfaction Minimum Wage Motivation Person Specification Renumeration Retention Span of control
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability Pressure group	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Nather Market Patent Priduct Life Cycle Product Der Offolio Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Trials Promotion Retailing Sponsorship Stock	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock control	Centralisation Chain of Command Commission Commission Decentralisation Delayering Delegation Empowerment Esteram External Communication Formal Communication Freelance Workers Fringe Benefits Hierarchy Informal Communication Internal Communication	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Bexription Job Enrichment Job Kotation Job Satisfaction Minimum Wage Motivation Person Specification Renumeration Retention
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability Pressure group	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Patent Pricing Strategies Product Life Cycle Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Portfolio Retailing Sponsorship	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock control	Centralisation Chain of Command Commission Decentralisation Delayering Delegation Empowerment Esteem External Communication Formal Communication Freidance Workers Fringe Benefits Hierarchy Informal Communication Internal Communication Line Manager Organisation Chart	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description Job Enrichment Job Satisfaction Minimum Wage Motivation Person Specification Renumeration Retention Span of control
	Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability Pressure group	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Nather Market Patent Priduct Life Cycle Product Der Offolio Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Trials Promotion Retailing Sponsorship Stock	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock control	Centralisation Chain of Command Commission Communication Decentralisation Delayering Delagation Empowerment Esternal Communication Freelance Workers Fringe Benefits Hierarchy Informal Communication Infermal Communication Linernal Communication Unerman Communication Unerman Communication Unerman Communication Unerman Communication Une Manager Organisation Chart Overtime	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description Job Enrichment Job Satisfaction Minimum Wage Motivation Person Specification Renumeration Retention Span of control
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Assessment	Multitational Dividends Stock Market Flotation Stock Karkange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability Pressure group Boycott	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Patent Pricing Strategies Product Life Cycle Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Trials Promotion Retailing Stock Viral Advertising	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock Stock control Suppliers Cumulative assessment 2.1 - 2.3 Mid-point assessment 9 marker on	Centralisation Chain of Command Commission Commission Decentralisation Delayering Delayating Esterm External Communication Freelance Workers Fringe Benefits Hierarchy Informal Communication Internal Communication Internal Communication Internal Communication Internal Communication Internal Communication Internal Communication Internal Communication Subordinate Salary Self-Actualisation Span of Control Subordinate	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description Job Satisfaction Minimum Wage Motivation Person Specification Renumeration Retention Span of control Training Paper 2 full paper GCSE Mid-point assessment 9 marker on
	Multinational Dividends Stock Market Flotation Stock Karket Flotation Stock Karket Flotation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability Pressure group Boycott	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Patent Pricing Strategies Product Uffe Cycle Product Trials Product Trials Product Trials Promotion Retailing Sponsorship Stock Viral Advertising	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock control Suppliers Cumulative assessment 2.1 - 2.3	Centralisation Chain of Command Commission Commission Decentralisation Delayering Delayering Delayation Empowerment Esterem External Communication Formal Communication Freelance Workers Fringe Benefits Hierarchy Informal Communication Internal Communication Salary Self-Actualisation Salary Self-Actualisation Subordinate Assessment 2.4 Mid-point assessment on formulas	Centralised Commission Decentralised External Recruitment Flat Structure Hiterarchical Structure Internal Recruitment Job Description Job Enrichment Job Satisfaction Minimum Wage Motivation Person Specification Renumeration Retention Span of control Training Paper 2 full paper GCSE
Assessment	Multitational Dividends Stock Market Flotation Stock Karkange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability Pressure group Boycott	Branding Competitive Advantage Cost Distribution E-tailing Extension Strategies Function Mass Market Niche Market Patent Pricing Strategies Product Life Cycle Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Portfolio Product Trials Promotion Retailing Stock Viral Advertising	Economies of Scale Flow Production Just in Time Productivity Profit Margin Quality Quality Assurance Quality Control Quality Mark Stock Stock Stock control Suppliers Cumulative assessment 2.1 - 2.3 Mid-point assessment 9 marker on	Centralisation Chain of Command Commission Communication Decentralisation Delayering Delagation Empowerment Esternal Communication Freelance Workers Fringe Benefits Hierarchy Informal Communication Internal Communication Internal Communication Internal Communication Line Manager Organisation Chart Overtime Remuneration Span of Control Subordinate Assessment 2.4	Centralised Commission Decentralised External Recruitment Flat Structure Hierarchical Structure Internal Recruitment Job Description Job Satisfaction Minimum Wage Motivation Person Specification Renumeration Retention Span of control Training Paper 2 full paper GCSE Mid-point assessment 9 marker on