

# ICT and Business Studies

## Revision List



### Creative iMedia- Year 10

Topic	Link	Checklist
Mind maps Mood boards Visualisation Diagrams Storyboards Scripts Workplans File Formats	<a href="#">iMedia Revision Booklet</a> <a href="#">iMedia Revision Booklet Part 2</a> <a href="#">iMedia Revision Guide</a> <a href="#">iMedia Exam walkthrough</a>	

### Business- Component 3: Promotion and Finance for Enterprise

Topic	Link	Checklist
<b>Learning Aim A</b> <ul style="list-style-type: none"> <li>• The promotional mix</li> <li>• Advertising, Sales promotion, personal selling, public relations &amp; direct marketing</li> <li>• Types of market</li> <li>• Market segmentation (demographic, geographic, psychographic and behavioural)</li> <li>• Factors influencing the choice of promotion</li> </ul>	<a href="#">Link 1</a> <a href="#">Link 2</a> <a href="#">Link 3</a> <a href="#">Link 4</a> <a href="#">Link 5</a> <a href="#">Link 6</a> <a href="#">Link 7</a>	
<b>Learning Aim B</b> <ul style="list-style-type: none"> <li>• Financial records</li> <li>• Methods of payment</li> <li>• Sources of revenues and costs</li> <li>• Financial terminology (turnover, profit, assets &amp; liabilities)</li> <li>• Statement of comprehensive income</li> <li>• Statement of financial position</li> <li>• Profitability and liquidity inc profitability and liquidity ratios</li> </ul>	<a href="#">Link 1</a> <a href="#">Link 2</a> <a href="#">Link 3</a> <a href="#">Link 4</a> <a href="#">Link 5</a> <a href="#">Link 6</a> <a href="#">Link 7</a> <a href="#">Link 8</a>	
<b>Learning Aim C</b> <ul style="list-style-type: none"> <li>• Cash inflows and outflow</li> <li>• Cash flow statements and forecasts, the importance of cash flow forecasting, cash flow problems and solving cash flow problems</li> <li>• Break-even inc interpreting break-even charts , putting together break-even charts, using break-even analysis to plan and the limitations of break-even analysis</li> <li>• Financing an enterprise (inc internal and external sources of finance)</li> </ul>	<a href="#">Link 1</a> <a href="#">Link 2</a> <a href="#">Link 3</a> <a href="#">Link 4</a> <a href="#">Link 5</a> <a href="#">Link 6</a> <a href="#">Link 7</a>	