

GCSE Business Studies Year 11 (OCR) Revision Plan 2022

Exam Dates 2022

J204/01	Business 1: business activity, marketing and people	1 h 30 min	Fri	20 May pm
J204/02	Business 2: operations, finance and influences on business	1 h 30 min	Mon	13 June pm

GCSE Exam: In the coming months we will be revising topics in lessons and completing sample exam questions to aid your revision. **However, you must start your GCSE Business revision outside of lessons to ensure that you cover all the topics prior to the exams.** We have outlined a revision plan for the weeks leading up to the exam including the advanced information. We recommend that you use flashcards to learn knowledge and mind maps to connect ideas and link topics.

Topic 1 Business Activity

Date	Topic	Advanced Information	E-book pages
Week 1 – 7 March	1.1 The role of business enterprise	Characteristics of an Entrepreneur	2-6
	1.2 Business planning	The role, importance and usefulness of a business plan	7-11
	1.3 Business ownership	The features of different types of ownership	12-22
Week 2 – 14 March	1.4 Business aims and objectives	How and why business objectives might change as businesses evolve	23-29
	1.5 Stakeholders in business	The role and objectives of internal and external stakeholders. The effect stakeholders have on business activity	30-35
	1.6 Business growth	Organic Growth External Growth	36-40

Topic 2 Marketing

Date	Topic	Advanced Information	E-book pages
Week 3 21 March	2.1 The Role of Marketing	None	41-44
	2.2 Market Research	The purpose of market research Primary research methods How appropriate different methods and sources of research are for different business purposes The use and interpretation of qualitative and quantitative data in market research.	45-52
	2.3 Market Segmentation	The use of segmentation to target customers	53-57
Week 4 28 March	2.4 The Marketing Mix	Product and stages of the lifecycle Pricing methods Promotion – advertising The use of marketing mix to inform business decisions	58-87

Topic 3 People

	Topic	Advanced Information	E-Book pages
Week 5 4 April	3.1 The role of human resources	The purpose of human resources in business	88-93
	3.2 Organisational structures & different ways of working	Why businesses have different organisational structures	94-106
	3.3 Communication in business	The importance of business communication The influence of digital communication on business activity	107-120
	3.4 Recruitment and selection	Why businesses recruit Methods of selection	121-134
	3.5 Motivation and retention	Financial methods of motivation The importance of employee motivation	135-145
	3.6 Training &	Different training methods	146-158

	development	Why businesses train their workers Staff development -The benefits to employees and businesses of staff development	
	3.7 Employment law	The impact of current legislation on recruitment and employment	159-171

Topic 4 Operations

Date	Topic	Advanced Information	E-book pages
Week 6 11 & 18 April Easter	4.1 Production processes	Different production processes and their impact on business The influence of technology on production and the impact on businesses	172-182
	4.2 Quality of Goods and Services	Methods of ensuring quality The importance of quality in both the production of goods and the provision of services	183-189
	4.3 The Sales Process and Customer Service	Methods of selling The contribution of product knowledge and customer engagement to good customer services	190-199
Week 7 25 April	4.4 Consumer Law	The impact of consumer law on businesses	200-203
	4.5 Location	Factors influencing business location	204-212
	4.6 Working with Suppliers	The impact of logistical and supply decisions on businesses	213-218

Topic 5 Finance

Date	Topic	Advanced Information	E-book pages
Week 8 2 May	5.1 The role of the finance function	The influence of the finance function on business activity	219-222
	5.2 Sources of Finance	Ways of raising finance	223-235
	5.3 Revenue, costs, profit and loss	The concept of revenue, costs and profit and loss in business and their importance in business decision making The different costs in operating a business Calculation of costs, revenue and profit/loss Calculation and interpretation of profitability ratios Calculation and interpretation of ARR	236-247
Week 9 9 May	5.4 Break-even	Simple calculation of breakeven quantity The usefulness of breakeven in business decision making	247-253
	5.5 Cash and Cashflow	The difference between cash and profit Completion of cashflow forecast	254-263

Topic 6 Influences on Business

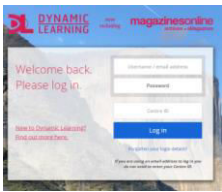
	Topic	Advanced Information	E-Book pages
Week 10 16 May	6.1 Ethical and Environmental Considerations	Ethical considerations and their impact on businesses Environmental considerations and their impact on businesses	262-277
	6.2 Economic Climate	The economic climate and its impact on business	278-286
	6.3 Globalisation	The concept of globalisation The impact of globalisation on business	287-303

Topic 7 The interdependent nature of business

	Topic / Advanced Information	E-Book pages
Week 11 23 May	the interdependent nature of business operations, finance, marketing and human resources within a business context The impact of risk and reward on business activity The use of financial information in measuring and understanding business performance and decision	304-312

GCSE Business Revision tools

Primary Revision Resource: Make sure you access your e-book via Dynamic Learning, you can download the e-reader app for dynamic learning. **Dynamic Learning e-book login - username 17initial&surname e.g. 16bsmith password kingstudent.** If you have any problem accessing your e-book speak to your business teacher.

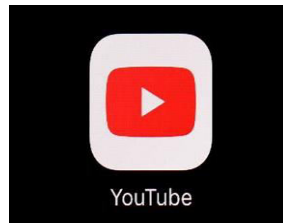
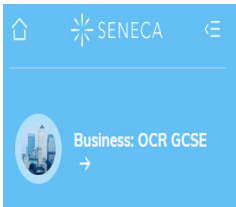


Dynamic Learning for GCSE Business Studies

Youtube Revision Videos

GCSE Business afterschool revision sessions : GCSE Business Studies revision sessions which follow the topics on the revision timetable are every Wednesday afterschool in SF2 (Sixth Form).

GCSE Business Studies revision websites: The following sites are brilliant for revision:



And finally, remember that revision is not just about learning the subject theory. You must know how to write quality exam answers. When you revise remember to learn the theory (AO1 Content), Link it to examples in the case study (AO2 Application) and explain advantages and drawbacks, plus make a recommendation (AO3 Analysis / Evaluation).

	Assessment Objective	Command words
AO1	Demonstrate knowledge and understanding of business concepts and issues	Identify, State, Explain
AO2	Apply knowledge and understanding of business concepts and issues to a variety of contexts	Calculate, Complete, Explain
AO3	Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions	Analyse, Discuss, Evaluate, Recommend