

GCSE Business Studies Year 11 (OCR) Revision Plan 2024

Exam Dates 2024

Business

J204/01	Business 1: business activity, marketing and people	1 h 30 min	Tue	14 May pm
J204/02	Business 2: operations, finance and influences on business	1 h 30 min	Wed	5 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	Content	E-book pages
Week 1 19 Feb	1.1 The role of business enterprise	The purpose of business activity and enterprise Characteristics of an entrepreneur. The concept of risk and reward	2-6
	1.2 Business planning	The purpose of planning business activity. The role, importance and usefulness of a business plan	7-11
	1.3 Business ownership	The features of different types of business ownership. The concept of limited liability. The suitability of differing types of ownership in different business contexts	12-22
Week 2 26 Feb	1.4 Business aims and objectives	The aims and objectives of business. How and why objectives might change as businesses evolve. Why different businesses may have different objectives	23-29
	1.5 Stakeholders in business	The roles and objectives of internal and external stakeholder groups. The effect business activity has on stakeholders. The effect stakeholders have on business	30-35
	1.6 Business growth	Organic growth and External growth	36-40

Topic 2 Marketing

Date	Topic	Content	E-book pages
Week 3 4 March	2.1 The Role of Marketing	The purpose of marketing within business	41-44
	2.2 Market Research	The purpose of market research Primary research methods and Secondary research sources. 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 11 March	2.4 The Marketing Mix	The four Ps of the marketing mix and their importance. Product - stages of the product life cycle Pricing methods Promotion - point of sale Promotion – advertising Place - distribution of products and services. How the four Ps of the marketing mix work together	58-87

Topic 3 People

	Topic	Content	E-Book pages
Week 5 18 March	3.1 The role of human resource	The purpose of human resources in business	88-93
	3.2 Organisational structures	Different organisational structures Why businesses have different organisational structures Ways of working	94-106

	3.3 Communication in business	Ways of communicating in a business context The importance of business communications 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 Non-financial methods of motivation The importance of employee motivation The importance of employee retention	135-145
	3.6 Training & development	Different training methods Why businesses train their workers Staff development -The benefits to employees and businesses of staff development	146-158
	3.7 Employment law	The impact of current legislation on recruitment and employment	159-171

Topic 4 Operations

Date	Topic	Content	E-book pages
Week 6 25 March	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	The concept of quality 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 influence of e-commerce on business activity The importance to a business of good customer service including after-sales service The contribution of product knowledge and customer engagement to good customer service	190-199
Week 7 1 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 role of procurement The impact of logistical and supply decisions on businesses	213-218

Topic 5 Finance

Date	Topic	Content	E-book pages
Week 8 8 April	5.1 The role of the finance function	The purpose of the finance function The influence of the finance function on business activity	219-222
	5.2 Sources of Finance	The reasons businesses need finance Ways of raising finance How and why different sources of finance are suitable for new and established businesses	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 15 April	5.4 Break-even	The concept of break-even Simple calculation of breakeven quantity The usefulness of breakeven in business decision making	247-253
	5.5 Cash and Cashflow	The importance of cash to a business The difference between cash and profit The usefulness of cash flow forecasting to a business Completion of cash flow forecast	254-263

Topic 6 Influences on Business

	Topic	Content	E-Book pages
Week 10 22 April	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

	Content	E-Book pages
Week 11 29 April	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 Boost, you can download the e-reader app for boost learning. Boost Learning e-book login - username 19initial&surname e.g. 19bsmith password kingstudent. If you have any problem accessing your e-book speak to your business teacher.



YouTube Revision Videos



Boost Business e-book (username 19initial&surname e.g., 19bsmith password kingstudent, Centre ID 23034 – if you have any problems accessing the business e-book, contact Mr. Foley

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:



OCR GCSE Exam Papers

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