

# GCSE Business Studies Year 10 (OCR) Revision Plan 2024

**Assessment Week : 15<sup>th</sup> April**

**Assessment:** The assessment will be based on 3 key areas covered this year: Business Activities, Marketing and People. In the coming weeks 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 assessment. We have outlined a revision plan for the weeks leading up to the exam. We recommend that you use flashcards to learn knowledge and mind maps to connect ideas and link topics.

## Topic 1 BUSINESS ACTIVITY

Date	Topic	Book pages	Revision
Week 1 – 4 <sup>th</sup> March	1.1 The role of business enterprise and entrepreneurship	10-12	
	1.2 Business planning	13-14	
	1.3 Business ownership	15-18	
Week 2 – 11 <sup>th</sup> March	1.4 Business aims and objectives	19-20	
	1.5 Stakeholders in business	21-23	
	1.6 Business growth	24-26	

## TOPIC 2 MARKETING

Date	Topic	Book pages	Revision
Week 3 – 18 <sup>th</sup> March	2.1 The role of marketing	27	
	2.2 Market research	28-31	
	2.3 Market segmentation	32	
Week 4 – 25 <sup>th</sup> March	2.4 The marketing mix	33-41	

## TOPIC 3 PEOPLE

Date	Topic	Book pages	Revision
Week 5 – 1 <sup>st</sup> April	3.1 The role of human resources	42	
	3.2 Organisational structures and different ways of working	43-48	
	3.3 Communication in business	49-51	
Week 6 - 8 <sup>th</sup> April	3.4 Recruitment and selection	52-55	

## Primary Revision Resource: Revision guide.



Revision websites: The following websites are brilliant for revision:



Youtube channel – Revision Videos to aid your revision for the assessment



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

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