

GCSE Business Studies Year 11 (OCR) Revision Plan 2024

Assessment Week: 18th November 2024

Primary Revision Resources:

Make sure you use the revision guide purchased in Year 10. You can also access a GCSE Business e-book via Boost Learning.

Boost Learning e-book login - username temp1, temp2, etc e.g. password kingstudent. If you have any problem accessing the e-book speak to your business teacher.



YouTube Revision Videos



On **its learning**, you will find class resources, revision tasks and past exam papers.

Year 11 Assessment: The assessment will be based on 3 key areas: **Business Activity, People and Marketing**. 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 and revision session 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 Business Activity

Date	Topic	Revision guide pages	E-book pages
Week 1 – 30 September	1.1 The role of business enterprise and entrepreneurship	10-12	2-6
	1.2 Business planning	13-14	7-11
	1.3 Business ownership	15-18	12-22
Week 2 – 7 October	1.4 Business aims and objectives	19-20	23-29
	1.5 Stakeholders in business	21-24	30-35
	1.6 Business growth	24-25	36-40

Topic People

Topic People	Topic	Revision guide pages	E-Book pages
Week 3 – 14 October <i>Revision session Wednesday 16th October in SF2 at 3.15pm</i>	3.1 The role of human resources	42	88-93
	3.2 Organisational structures and different ways of working	43-48	94-106
Week 4 – 21 October <i>Revision session Wednesday 23rd October in SF2 at 3.15pm</i>	3.3 Communication in business	49-52	107-120
	3.4 Recruitment and selection	52-55	121-134
	3.5 Motivation and retention	56-59	135-145
	3.6 Training & development	59-63	146-158
	3.7 Employment law	64-65	159-171

Topic Marketing

Date	Topic	Revision guide pages	E-book pages
Week 5 – 4 November (half term)	2.1 The Role of Marketing The purpose of marketing within business	27-28	41-44
	2.2 Market Research The purpose of market research Primary research methods Secondary research sources How appropriate the different methods and sources of research are for different types of businesses The use and interpretation of qualitative and quantitative data in market research.	28-32	45-52
Week 6 – 11 November Revision session Wednesday 13 th November in SF2 at 3.15pm	2.3 Market Segmentation The use of segmentation to target customers	32-33	53-57
	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 & advertising Place - distribution of products and services How the four Ps of the marketing mix work together	35-41	58-87

Revision Sites: The following sites are brilliant for revision:



Additional Support: GCSE Business Revision sessions are held every Wednesday at 3.15pm in SF2 – Starting on Wednesday 16th October.

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
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