GCSE Business – Topic Checklist

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| **Topic 1: Business Activity, Marketing and People** | Revis | Nearly there | Mastered |
| 1.1 Role of Business Enterprise and Entrepreneurship   |  | | --- | | • The purpose of business activity and enterprise • Characteristics of an entrepreneur • The concept of risk and reward | |  |  |  |
| 1.2 Business Planning   |  | | --- | | • The purpose of planning business activity • The role, importance and usefulness of a business plan | |  |  |  |
| 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 | |  |  |  |
| 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 | |  |  |  |
| 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 | |  |  |  |
| 1.6 Business Growth   |  | | --- | | • Organic growth • External growth | |  |  |  |
| 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 and revenue • Calculation of profit/loss | |  |  |  |
| **Topic 2: Marketing** |  |  |  |
| 2.1 The role of marketing   |  | | --- | | • The purpose of marketing within business | |  |  |  |
| 2.2 Market research   |  | | --- | | • The purpose of market research • Primary research methods • Secondary research sources • How appropriate different methods and sources of market research are for different business purposes • The use and interpretation of qualitative and quantitative data in market research | |  |  |  |
| 2.3 Market segmentation   |  | | --- | | • The use of segmentation to target customers | |  |  |  |
| 2.4 The Marketing MIx   |  | | --- | | • The ‘four Ps’ of the marketing mix and their importance • Product • 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 • The use of the marketing mix to inform and implement business decisions • Interpretation of market data | |  |  |  |