GCSE Business – Topic Checklist

Key: Revise  Nearly There  Mastered 

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| **Topic 1: Business Activity, Marketing and People**  | Revis  | Nearly there | Mastered  |
| 1.1 Role of Business Enterprise and Entrepreneurship

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| • The purpose of business activity and enterprise• Characteristics of an entrepreneur• The concept of risk and reward |

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| 1.2 Business Planning

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| • The purpose of planning business activity• The role, importance and usefulness of a businessplan |

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| 1.3 Business Ownership

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| • The features of different types of business ownership• The concept of limited liability• The suitability of differing types of ownership in differentbusiness contexts |

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| 1.4 Business Aims and Objectives

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| • The aims and objectives of business• How and why objectives might change as businesses evolve• Why different businesses may have different objectives |

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| 1.5 Stakeholders in Business

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| • The roles and objectives of internal and externalstakeholder groups• The effect business activity has on stakeholders• The effect stakeholders have on business |

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| 1.6 Business Growth

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| • Organic growth• External growth |

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| 5.3 Revenue, costs, profit and loss

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| • The concept of revenue, costs and profit and loss inbusiness and their importance in business decisionmaking• The different costs in operating a business• Calculation of costs and revenue• Calculation of profit/loss |

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| **Topic 2: Marketing**  |  |  |  |
| 2.1 The role of marketing

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| • The purpose of marketing within business |

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| 2.2 Market research

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| • The purpose of market research• Primary research methods• Secondary research sources• How appropriate different methods and sources ofmarket research are for different business purposes• The use and interpretation of qualitative andquantitative data in market research |

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| 2.3 Market segmentation

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| • The use of segmentation to target customers |

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| 2.4 The Marketing MIx

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| • 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 implementbusiness decisions• Interpretation of market data |

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