

Year 11 GCSE Revision -

Week beginning	Topics for revision	Re-visit work	Suggested activities
	<p>Business Framework</p>	<p>Understand why and how businesses start - the functions and qualities of the entrepreneur</p> <p>Demonstrate understanding of the following types of business organisations:</p> <ul style="list-style-type: none"> • sole traders • partnerships • private and public limited • companies • social enterprises such as co-operatives and charities <p>For each of the above methods, understand how each of the following link:</p> <ul style="list-style-type: none"> • aims and objectives • formation • ownership • liability • size • sources of finance • distribution of profits 	<p>Use revision websites to refresh your memory and add to notes;</p> <ul style="list-style-type: none"> • http://www.bbc.co.uk/education/subjects/zpsvr82 • http://www.tutor2u.net/business • https://revisionworld.com/gcse-revision/business-studies • www.bized.co.uk • http://www.revisionguru.co.uk/business/textbook.htm • https://getrevising.co.uk/diagrams/business_studies <p>Download and use the revision resources from school revision webpage for business:</p> <p>Suggested revision activity: Create a mind map for the whole topic;</p> <ul style="list-style-type: none"> • Definitions • Example • Benefits • Drawbacks • Link the following to each type of business; <ul style="list-style-type: none"> ○ aims and objectives ○ formation ○ ownership ○ liability ○ size ○ sources of finance ○ distribution of profits <p>All available past paper questions from: http://www.wjec.co.uk/qualifications/qualification-resources.html?pastpaper=true&subject=BusinessStudies&level=gcse</p> <p>Work through the accompanying booklet – this has revision activities and examples exam questions to work through.</p>

Business & Their Customers

Appreciate the importance of market research (desk and field) in identifying customer needs

explain how and why markets are segmented

demonstrate an understanding of the product life cycle and the strategies that might be used to extend the life cycle of a product

demonstrate knowledge and critical understanding of the marketing mix

Use revision websites to refresh your memory and add to notes;

- <http://www.bbc.co.uk/education/subjects/zpsvr82>
- <http://www.tutor2u.net/business>
- <https://revisionworld.com/gcse-revision/business-studies>
- www.bized.co.uk
- <http://www.revisionguru.co.uk/business/textbook.htm>
- https://getrevising.co.uk/diagrams/business_studies

Download and use the revision resources from school revision webpage for business:

Suggested revision activity: Create a mind map for the whole topic;

- Market Research
 - Methods (primary / secondary)
 - Benefits
 - Drawbacks
- Market Segmentation
 - Segments
 - Examples
- Product Lifecycle
 - Label the diagram
 - Examples
 - Extension strategies – examples
- Marketing Mix
 - Price
 - 6x strategies
 - Benefits
 - Drawbacks
 - Promotion
 - Examples – Media/Sales
 - Benefits
 - Drawbacks
 - Place
 - Supply chain diagram
 - Benefits
 - Drawbacks
 - Product
 - Key Terms

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