



# GCSE Business Checklist

Subject Business Studies		Paper 1 and 2	Duration: 1 hour 45
What to revise		Pages	Useful Web links
<b>1 Business in the Real World</b>	Why businesses exist	Pages 2-16	<b>Useful GCSE Business Revision links (CTRL + click)</b>  <a href="#">Specification</a>  <a href="#">Past Papers</a>  <a href="#">Knowledge organisers</a>  <a href="#">BBC Bitesize (AQA Business)</a>  <a href="#">Business Revision Website</a>  <a href="#">GCSE Business Formula Sheet</a>  <a href="#">Perfecting Exam Technique</a>
	Enterprise and Entrepreneurs		
	Factors of production		
	Business ownership types (ST, P, LTD & PLC)		
	Aims and Objectives		
	Stakeholders (including conflicts)		
	Calculating Costs, Revenues, Profit & Average costs		
	Business plan		
	Location		
	Business Expansion – organic v inorganic (inc franchising)		
<b>2. Influences on a Business</b>	Consumer law	Pages 21-29	
	Technology and Business		
	Ethical considerations		
	Environmental considerations		
	Unemployment and consumer spending		
	Interest rates		
	Competition		
	Globalisation		
	Exchange rates		
	Risks in Business		
<b>3 Business Operations</b>	Supply chains	Pages 32-39	
	Methods of production		
	Production efficiency		
	Quality		
	Customer service		
<b>4 Human Resources</b>	Organisation structures	Pages 42-50	
	Contracts of employment		
	Recruitment		
	Training		
	Financial Motivation		
<b>5 Marketing</b>	Non-Financial Motivation	Pages 54-66	
	Marketing mix		
	Calculate market share and market growth		
	Market research		
	Product life cycle		
	Extension strategy		
	Product portfolio (Boston Matrix)		
	Product development		
	Price		
	Pricing strategies		
	Methods of promotion		
	Place		
E-Commerce			
<b>6 Finance</b>	Sources of finance	Pages 71-78	
	Financial calculations – variable, fixed and total costs, revenue, profit and loss		
	Average Rate of Return		
	Break even analysis		
	Cash flow and cash flow forecasts		

	Income statements		
	Calculate profit and profit margins (Gross and Net)		
	Statement of financial performance (balance sheet) – assets and liabilities		

**Colour Key:**

	<b>Paper 1 and 2</b>
	<b>Paper 1 only</b>
	<b>Paper 2 only</b>