|  |
| --- |
| **Year 12 Revision Checklist** |
| Subject: **GCSE Business and Communication Systems** |
|   | CCEA<https://ccea.org.uk/key-stage-4/gcse/subjects/gcse-business-and-communication-systems-2017> |
| Unit/Module Title: **Unit Two: The Business Environment** |
| Exam Length:Marks Available: | 1 hour75 marks |
| Departmental Resources to support Revision | Revision booklet has been issued in class.Google Classroom – see specific tab for revision materials |
| External websites to support Revision | <https://ccea.org.uk/key-stage-4/gcse/subjects/gcse-business-communication-systems-2017/support><https://www.bbc.co.uk/bitesize/subjects/zpsvr82> |
| Past Paper Questions | <https://ccea.org.uk/key-stage-4/gcse/subjects/gcse-business-communication-systems-2017/past-papers-mark-schemes> |
| **Topics to Revise** | **What learners need to know** |
| 1.Business Ownership | * Why a business starts
* The four main types – Sole Traders, Partnership and Companies – LTD and PLC
* Analyse and evaluate each type
 |
| 2.Stakeholders | * Definition
* Understand the main stakeholder groups eg consumers, suppliers, owners, trade unions etc
* How the aims of stakeholders can be in conflict
 |
| 3.Communication | * Why effective communication is important.
* Business Docs – Report, Letter, Agenda and Minutes
* Digital Communication – internet, intranet etc
* Impact of Digital Technology on Communication
 |
| 4.Ditital Trading | * Definition
* Evaluate digital trading for business and customers
 |
| 5.Recruitment, Selection and Training | * Internal recruitment and its methods
* External recruitment and its methods
* Main methods of selection
* Main reasons and benefits for training
* Methods of training – on-the-job and off-the-job
 |
| 6.Implications of digital technology for business and customers | * Effects on business – retraining, job displacement, job creation and teleworking
* Uses of digital technology – RFID, GPS and contactless pay
* Impact on business and customers eg cost, security etc.
 |
| 7.Marketing | * Definition
* Market Research – main methods primary and secondary
* Impact of digital technology on market research
* Marketing Mix
	+ Product Life Cycle
	+ Price – main strategies eg skimming
	+ Promotion – advertising and sales promotion
	+ Place – channels of distribution
 |