|  |  |
| --- | --- |
| **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 hour  75 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 |