



**GCSE Revision  
Topics  
2016 - 2018**

**Subject – Business Studies**

Topic	Tick/date when revised				
<b>Primary and secondary research with examples</b>					
Quantitative and qualitative data					
Market maps					
Analysis of competitor strengths and weaknesses					
Added Value					
Franchises, Franchisee, Franchisor					
Advantages and Disadvantages of being a Franchise					
Identifying appropriate business locations					
<b>Showing Enterprise</b>					
What is enterprise?					
Methods of creative thinking					
Innovation and Invention					
Patent and Copyright					
Calculated Risks					
<b>Financial and Non-financial objectives</b>					
Entrepreneur qualities – Determination, Initiative, Taking Risks					
Fixed, Variable and Total Costs					
Sales forecast, volume and revenue					
Price, cost and profit					
How does profit or loss impact the business owner and employees					
Cash flow forecasts					
Cash inflow and outflow					
Sources of short and long term finance for businesses – loan, overdraft, mortgage, selling shares					
<b>Making the start-up effective</b>					
What is the marketing mix?					
Limited and unlimited liability					
Sole traders and private limited companies					
The importance of a business name					
VAT, Income Tax, National Insurance, Corporation Tax					
Repeat customers and customer satisfaction					
Dealing with complaints					
The process of recruiting staff					
Recruitment law: Age, sex, race and disability discrimination					
<b>Commodity Markets and Normal Markets</b>					
The effect of price changes in raw materials and energy costs					
Interest rates					

Exchange rates					
Importing and exporting goods					
The business cycle					
Stakeholders					
<b>Marketing</b>					
What is marketing?					
Market Research					
Product trial and repeat purchase					
Product life cycle					
Product portfolio					
Boston matrix					
Branding and differentiation					
Building a successful Marketing Mix					
<b>Meeting Customer Needs</b>					
The Design Mix					
Managing Stock – Just In Time or Just In Case					
Effective Customer Service					
Consumer Laws – Trade Descriptions Act and the Sales of Goods Act					
<b>Effective Financial Management</b>					
How to improve cash flow					
How to improve profit					
Break even charts and analysis					
Financing Growth – Profit, Asset Sales, Share Capital, Debt					
<b>Effective People Management</b>					
Organisational Structure –Chain of Command, Span of control, centralised and decentralised systems					
Motivation Theory - Maslow					
Communication –Sufficient but not excessive					
Remuneration –Wages, Salary, piece rate, commission, full time, part time, freelance, temporary, permanent, fringe benefits					
<b>The wider world affecting business</b>					
Ethics in Business					
Environmental issues					
Economic Issues affecting international trade					
The impact of government and the EU					
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