



GCSE Business (OCR 9-1)

Business 1: Business Activity, Marketing and People



Personalised Learning Checklist

Name: _____

Exam Board	OCR
My current working at grade is	
Year Group	10

My target grade is	
My predicted grade is	
Group	

Use this checklist before your assessment to focus your work and after to check the effectiveness of your work.

G	I am confident about this topic and I know what I need to do.
A	I am not too sure about this topic. I may need to check with my teacher and spend more time working on this topic.
R	I am not confident I could answer a question on this topic. I need to check with my teacher and ensure I have what I need to do it.

1. Business Activity

Topic	Red ☹️	Amber 😐	Green 😊
<ul style="list-style-type: none"> ▪ Content ✓ <i>Points to include</i> 			
1.1 The role of business enterprise and entrepreneurship <ul style="list-style-type: none"> ▪ The purpose of business activity and enterprise ✓ <i>spotting an opportunity, developing an idea for a business, satisfying the needs of customers</i> 			
<ul style="list-style-type: none"> ▪ Characteristics of an entrepreneur ✓ <i>creativity, risk taking, determination, confidence</i> 			
<ul style="list-style-type: none"> ▪ The concept of risk and reward 			
1.2 Business planning <ul style="list-style-type: none"> ▪ The purpose of planning business activity ✓ <i>reducing risk, helping a business to succeed</i> 			
<ul style="list-style-type: none"> ▪ The role, importance and usefulness of a business plan ✓ <i>identifying markets, help with obtaining finance, identifying resources a business needs to operate, achieving business aims and objectives</i> 			
1.3 Business ownership <ul style="list-style-type: none"> ▪ The features of different types of business ownership ✓ <i>sole traders, partnerships, private and public limited companies</i> 			
<ul style="list-style-type: none"> ▪ The concept of limited liability 			
<ul style="list-style-type: none"> ▪ The suitability of differing types of ownership in different business contexts ✓ <i>start-ups and established businesses</i> 			
1.4 Business aims and objectives <ul style="list-style-type: none"> ▪ The aims and objectives of business ✓ <i>profit, survival, growth, providing a service, market share</i> 			
<ul style="list-style-type: none"> ▪ How and why objectives might change as businesses evolve 			



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<ul style="list-style-type: none"> ▪ Why different businesses may have different objectives 			
1.5 Stakeholders in business <ul style="list-style-type: none"> ▪ The roles and objectives of internal and external stakeholder groups <ul style="list-style-type: none"> ✓ <i>owners, employees, customers, suppliers, government, local community</i> ▪ The effect business activity has on stakeholders ▪ The effect stakeholders have on business 			
1.6 Business growth <ul style="list-style-type: none"> ▪ Organic growth <ul style="list-style-type: none"> ✓ <i>increasing output, gaining new customers, developing new products, increasing market share</i> ▪ External growth <ul style="list-style-type: none"> ✓ <i>mergers, takeovers - including horizontal, vertical, diversification</i> 			

2. Marketing

Topic	Red ☹	Amber ☹	Green ☺
<ul style="list-style-type: none"> ▪ Content <ul style="list-style-type: none"> ✓ <i>Points to include</i> 			
2.1 The role of marketing <ul style="list-style-type: none"> ▪ The purpose of marketing within business <ul style="list-style-type: none"> ✓ <i>the importance to a business of identifying and understanding its customers, informing customers, increasing sales</i> 			
2.2 Market research <ul style="list-style-type: none"> ▪ The purpose of market research <ul style="list-style-type: none"> ✓ <i>identifying and understanding customer needs</i> ▪ Primary research methods <ul style="list-style-type: none"> ✓ <i>questionnaires, interviews, trialling, focus groups</i> ▪ Secondary research sources <ul style="list-style-type: none"> ✓ <i>newspapers and magazines, census, websites, internal data</i> ▪ How appropriate different methods and sources of market research are for different business purposes ▪ The use and interpretation of qualitative and quantitative data in market research 			
2.3 Market segmentation <ul style="list-style-type: none"> ▪ The use of segmentation to target customers <ul style="list-style-type: none"> ✓ <i>age, gender, income, location, lifestyle</i> 			
2.4 The marketing mix <ul style="list-style-type: none"> ▪ The 'four Ps' of the marketing mix and their importance <ul style="list-style-type: none"> ✓ <i>price, product, place, promotion</i> ▪ Product <ul style="list-style-type: none"> ✓ <i>design, invention, innovation</i> ▪ Product - stages of the product lifecycle <ul style="list-style-type: none"> ✓ <i>introduction, growth, maturity, decline</i> ▪ Pricing methods 			



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<ul style="list-style-type: none"> ✓ <i>skimming, cost-plus, penetration, competitor, promotional</i> 			
<ul style="list-style-type: none"> ▪ Promotion - point of sale ✓ <i>price reductions, loss leaders, competitions, free samples</i> 			
<ul style="list-style-type: none"> ▪ Promotion - advertising ✓ <i>social media, websites, print media, television, radio</i> 			
<ul style="list-style-type: none"> ▪ Place - distribution of products and services ✓ <i>digital and physical distribution channels</i> 			
<ul style="list-style-type: none"> ▪ How the four Ps of the marketing mix work together 			
<ul style="list-style-type: none"> ▪ The use of the marketing mix to inform and implement business decisions 			
<ul style="list-style-type: none"> ▪ Interpretation of market data ✓ <i>changes in demand, target market and market share, changes in product and effects of promotion</i> 			

3. People

Topic	Red ☹	Amber ☹	Green ☺
<ul style="list-style-type: none"> ▪ Content ✓ <i>Points to include</i> 			
3.1 The role of human resources <ul style="list-style-type: none"> ▪ The purpose of human resources in business ✓ <i>identifying and meeting the human resource needs of a business</i> 			
3.2 Organisational structures and different ways of working <ul style="list-style-type: none"> ▪ Different organisational structures ✓ <i>tall, flat</i> 			
<ul style="list-style-type: none"> ▪ The terminology of organisation charts ✓ <i>span of control, chain of command, delegation, subordinates, authority</i> 			
<ul style="list-style-type: none"> ▪ Why businesses have different organisational structures ✓ <i>importance of effective communication, different job roles and responsibilities, different ways of working</i> 			
<ul style="list-style-type: none"> ▪ Ways of working ✓ <i>full-time, part-time, flexible working, temporary work, working from home, working whilst mobile, self-employed</i> 			
3.3 Communication in business <ul style="list-style-type: none"> ▪ Ways of communicating in a business context ✓ <i>letter, email, text, phone, meeting/presentation, social media, website</i> 			
<ul style="list-style-type: none"> ▪ The importance of business communications 			
<ul style="list-style-type: none"> ▪ The influence of digital communication on business activity 			
3.4 Recruitment and selection <ul style="list-style-type: none"> ▪ Why businesses recruit ✓ <i>replace employees who leave, business growth, skill gaps</i> 			
<ul style="list-style-type: none"> ▪ The use of different recruitment methods to meet different business needs ✓ <i>internal methods, external methods, job description and person specification</i> 			



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<ul style="list-style-type: none">Methods of selection<ul style="list-style-type: none">✓ <i>CV, application form, letter of application, interviews, tests, group activities, references</i>			
3.5 Motivation and retention <ul style="list-style-type: none">Financial methods of motivation<ul style="list-style-type: none">✓ <i>pay, bonuses, profit sharing, fringe benefits</i>			
<ul style="list-style-type: none">Non-financial methods of motivation<ul style="list-style-type: none">✓ <i>praise, award schemes, working environment</i>			
<ul style="list-style-type: none">The importance of employee motivation<ul style="list-style-type: none">✓ <i>improved employee performance, helps employee retention</i>			
<ul style="list-style-type: none">The importance of employee retention<ul style="list-style-type: none">✓ <i>already familiar with business and customers, saves time and expense of recruitment</i>			
3.6 Training and development <ul style="list-style-type: none">Different training methods<ul style="list-style-type: none">✓ <i>induction, on-the-job, off-the-job</i>			
<ul style="list-style-type: none">Why businesses train their workers<ul style="list-style-type: none">✓ <i>development of the business, improve productivity, skill shortages, customer service, motivation and retention</i>			
<ul style="list-style-type: none">Staff development<ul style="list-style-type: none">✓ <i>vocational and academic qualifications, apprenticeships</i>			
<ul style="list-style-type: none">The benefits to employees and businesses of staff development			
3.7 Employment law <ul style="list-style-type: none">The impact of current legislation on recruitment and employment<ul style="list-style-type: none">✓ <i>discrimination, employees' right to a contract, holidays, hours of work</i>			

Therapy (Interventions)

Additional Support / Guidance