

# Business Studies

**GCSE Qualification - OCR**

**Course Leader: Mr Castlehouse**

## Successful learner profile

- Has an interest in business.
- Has a good all round academic ability and a positive attitude towards learning.
- Has the ability to work independently and with resilience.
- Has a good standard of literacy and numeracy and can complete extended writing tasks.
- Has aspirations of studying business activity at a higher level or pursuing a career in business.

## Why choose this course?

- Business is all around and it has a direct influence on how we live. This GCSE qualification provides students with a broad foundation of knowledge required for further study.

## What will you study?

Students will focus on six key aspects of business and the following is a highlight of some of the topics they will cover:

- Business activity- entrepreneurship, planning, ownership, aims and objectives, stakeholders, and growth.
- Marketing- market research, segmentation, marketing mix
- People- human resources, organisational structures, communication, recruitment, motivation, training, and employment law.
- Operations- production, quality, sales and customer service, consumer law, location, and suppliers.
- Finance- functionality, sources of finance, revenue, costs, profit (and loss), break-even, cash and cash flow.
- Influences on business- ethical and environmental considerations, the economy and globalisation.
- The interdependent nature of business- this topic is the overarching concept of the entire course, so is referred to throughout

## How will you be assessed?

- This qualification is linear. Linear means that students will sit all their exams at the end of the course. There is no coursework element to this course.
- Written exam Paper 1: Business 1: business activity, marketing, and people - 1 hour 30 mins – 80 marks- 50% of GCSE.
- Written exam Paper 2: Business 2: operations, finance, and influences on business - 1 hour 30 mins – 80 marks - 50% of GCSE.

## Possible progression post 16

Students can choose to study Business at Sixth Form after successful completion of this course. Students would progress to the OCR Cambridge Technical Business Level 3 Extended Certificate (equivalent to one A Level).

## Weblinks

<https://www.ocr.org.uk/qualifications/gcse/business-j204-from-2017/specification-at-a-glance/>