

BUSINESS – GCSE

Why choose Business Studies?

Being prepared to enter the world of work has never been more important than it is today and this course is an engaging qualification that is relevant to the current world of business.

The course will start with a basic introduction to business concepts, and you will be expected to work in teams to run enterprise activities with the aim of making a profit and building basic business awareness. During this qualification you will be developing your skills and confidence when exploring how different business issues affect the decision-making process. You will be expected to work as a team in order to make informed choices about real organisational dilemmas, at the same time as developing life skills and financial awareness.

What are the units of work?

The new OCR Business qualification consists of two examined units which are equally weighted. The units and the assessment methods are shown in the table below:

UNITS	ASSESSMENT	Weighting
01: Business activity, marketing and people.	Written Examination – 1 Hour 30 minutes	50%
02: Operations, finance and influences on business.	Written Examination – 1 Hour 30 minutes	50%

Business activity, marketing and people

Here you will be introduced to issues concerning the activities of a business. The unit explores the purpose and role of a business from first spotting an enterprise opportunity through to the growth of an established business. You will gain an understanding of the impact that both marketing and market research can have on the success of a business venture. You will also gain an insight into the different types of business structures, how management recruit, train and motivate their employees to reap competitive advantage.

Operations, finance and influences on business

This unit examines operational decisions such as production, quality, consumer law and location and will start to give us an understanding of the less obvious issues that need to be considered when making business decisions. Financial documents such as break even charts, income statements and cash flow forecasts will all be used as decision making tools. We finish by gaining an understanding of the external influences that have an impact on how a business functions. Here we will build our understanding of the bigger environmental picture affecting business and the interdependent nature of the differing departments mentioned above.

What careers are there in Business?

- accountancy
- banking, investment and financial services
- general management
- HR/personnel
- management consultancy
- public relations
- retail management
- sales and marketing.

What skills will I build?

- analytical ability
- communication and presentation skills
- goal setting
- leadership skills
- numeracy
- problem solving
- team work
- time management.