



Business Studies

OCR - Business Studies

In business studies GCSE you will study topics in the following areas:

Business Activity

What is an entrepreneur and what makes them successful? Are just a few of the questions answered in this first topic. You will also learn about the different types of businesses and who owns them. Those people who are influenced by these businesses and how they can all influence the decisions that all businesses have to make, such as where to produce or sell, price of their products, and where should they be made.

Marketing

How do businesses find out who their customers are, what products they want, who their competitors are? Will be answered, along with how a business identifies what type of customer they want to aim their products to. We also learn about the life of a product from design, production, introduction and growth, and the 4 vital components of the marketing mix: product, price, promotion and place.

People (Human Resources)

You will learn how businesses recruit the right staff, train and keep them working well. In addition, you will learn about different organisational structures and employment law.

Business Operations

You will learn about the different production methods used to make everyday products you might buy, such as iPods, pizzas, clothes, cars, etc, and the importance of producing quality products in the most efficient manner to save costs but achieve a good sale price. As well as the importance of good customer service and the crucial decision of business location.

Finance

Including how businesses get the money to set up and operate and how they make a profit. You will also learn about the financial statements all businesses have to produce and how they can inform about the financial state of businesses. There is some business maths and calculations to focus on here.

Influences on Business

Including consideration of the environment and the economic climate. You will also consider the ever-increasing importance of ethics on the public image of a business.

Assessment Method

Two written exam papers completed at the end of year 11.

- Paper 1 – Business Activity, Marketing and People – worth 50% - 1hr 30 minutes
- Paper 2 – Operations, Finance and Influences on Business – worth 50% - 1hr 30 minutes

Be part of the Action

- Business makes the world go round. It creates wealth. Economies depend on it. And the profits that businesses make finance the public services.
- The UK has a strong enterprise culture – and young people play a key role in this. In the last year, around 70,000 young people started new businesses in England and Wales. To do that successfully, you need essential business skills and understanding.
- All employers value individuals who understand what business is about, and how it works, who have qualities like self-motivation and flexibility, and who can work well in a team and communicate effectively.
- In return, there are exciting global opportunities, rewarding careers and high salaries for the most successful young people.

Who Should Apply for these Courses?

Students who:

- are prepared to work hard
- are good at writing developed/detailed answers to business problems
- feel comfortable when working with numbers

It can also help if students have an interest in the real world around them, especially politics and current affairs. Students who opt for business often wish to learn more about the world of work or they are keen to pursue a career in management or set up their own business.

What can I do with a Business Qualification?

You will use a variety of skills throughout the course, including collecting and interpreting data, communicating your findings in different ways, and identifying and developing the links between various parts of the subject. These skills are in great demand and are recognized, and highly valued by employers, colleges, and universities. The options open to you depend on the results achieved and your own interest. There is a large variety of higher education courses that are based around business studies.

The business courses are an ideal qualification if you wish to go straight into employment, because they give you an understanding of how businesses are organized, and the importance of staff and customers. Some areas of employment have further learning opportunities within them, such as apprenticeships.

For further information see

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