

Business Studies - GCSE

Examination Board – OCR

5 periods per 2 weeks

Course Content

This course is an excellent introduction to the world of business, which is vital to society. The course is designed to reflect the ways in which business operates in today's modern world. The course covers a wide range of contemporary business topics:

Marketing and Enterprise – learn how to research and set up a new business

- Market Research
- The Marketing Mix
- Becoming a successful entrepreneur
- Designing a business plan

Business and People – learn how businesses are structured and why people matter to businesses

- Business ownership, location and growth
- Recruitment and motivation
- Communication and organisation

Production, Finance and the External Business Environment – learn how products are made, how businesses are financed and how they are influenced by the Government and society

- Production methods
- Finance and Accounting
- Environmental issues and business ethics
- Globalisation and the EU

Assessment

This course is assessed by a combination of written examination and controlled assessment. One of the three units is based on a case study which is issued before the examination.

Style of Learning

A variety of teaching methods are used throughout the course, to ensure that all students take an active part in the lessons. As well as formal teaching, we have interactive whiteboards, which allow us to use the internet as part of our teaching. Students will undertake their own research to complete projects. We use video clips to look at real world businesses.

Homework is set weekly and will take many forms, such as research, answering exam style questions, producing business reports, reading activities, or producing posters or displays.

Progression

Business Studies is an ideal qualification for any career. Everyone works for some form of business! It is also an ideal foundation for progressing onto Advanced Level Business Studies in the Sixth Form. Business qualifications are particularly suitable for careers in Management, Law, Accountancy, Retailing, Banking, the Civil Service or Human Resource Management. Alternatively students may go on to run their own successful business