

GCSE Business – Overview one year model

OCR's GCSE (9–1) in Business is an up-to-date and engaging qualification that is relevant to the world of business today.

This qualification equips learners with the skills and confidence to explore how different business situations affect business decisions. It is a well-rounded introduction to the subject. The qualification will encourage learners to make informed choices about a wide range of further learning opportunities and career pathways as well as develop life skills that enable them to become financially and commercially aware.

The specification is divided into topics, each covering key concepts of business. The content is clear and logically laid out with a straightforward assessment model and marking criteria.

Assessment consists of two exams:

Business 1: business activity, marketing and people (50%) 1 ½ Exam Paper

Business 2: operations, finance and influences on business (50%) 1 ½ Exam Paper

Autumn Term - Business 1: business activity, marketing and people (01)	Spring Term - Business 1: business activity, marketing and people (01) Business 2: operations, finance and influences on business (02)	Summer Term - Business 2: operations, finance and influences on business (02)
1. Business activity 1.1 The role of business enterprise and Entrepreneurship The purpose of business activity and enterprise • Characteristics of an entrepreneur • The concept of risk and reward 1.2 Business planning The purpose of planning business activity • The role, importance and usefulness of a business plan 1.3 Business ownership	3. People 3.4 Recruitment and selection • Why businesses recruit • The use of different recruitment methods to meet different business needs • Methods of selection 3.5 Motivation and retention • Financial methods of motivation • Non-financial methods of motivation • The importance of employee motivation • The importance of employee retention 3.6 Training and development • Different training methods	6. Influences on business 6.1 Ethical and environmental considerations • Ethical considerations and their impact on businesses • Environmental considerations and their impact on businesses 6.2 The economic climate • The economic climate and its impact on businesses 6.3 Globalisation • The concept of globalisation • The impact of globalisation on businesses

The features of different types of business ownership • The concept of limited liability • The suitability of differing types of ownership in different business contexts 1.4 Business aims and objectives The aims and objectives of business • How and why objectives might change as businesses evolve • Why different businesses may have different objectives 1.5 Stakeholders in business The roles and objectives of internal and external stakeholder groups • The effect business activity has on stakeholders • The effect stakeholders have on business 1.6 Business growth Organic growth • External growth 2. Marketing 2.1 The role of marketing The purpose of marketing within business 2.2 Market research The purpose of market research • Primary research methods • Secondary research sources • How appropriate different methods and sources of market research are for different business purposes	• Why businesses train their workers • Staff development • The benefits to employees and businesses of staff development 3.7 Employment law • The impact of current legislation on recruitment and employment 4. Operations 4.1 Production processes • Different production processes and their impact on businesses • The influence of technology on production and the impact on businesses 4.2 Quality of goods and services • The concept of quality • Methods of ensuring quality • The importance of quality in both the production of goods and the provision of services 4.3 The sales process and customer service • Methods of selling • The influence of e-commerce on business activity • The importance to a business of good customer service including after-sales service • The contribution of product knowledge and customer engagement to good customer service 4.4 Consumer law • The impact of consumer law on businesses	
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• The use and interpretation of qualitative and quantitative data in market research 2.3 Market segmentation The use of segmentation to target customers 2.4 The marketing mix The ‘four Ps’ of the marketing mix and their importance • Product • Product - stages of the product life cycle • Pricing methods • Promotion - point of sale • Promotion - advertising • Place - distribution of products and services • How the four Ps of the marketing mix work together • The use of the marketing mix to inform and implement business decisions • Interpretation of market data 3. People 3.1 The role of human resources The purpose of human resources in business 3.2 Organisational structures and different ways of working Different organisational structures • The terminology of organisation charts • Why businesses have different organisational	4.5 Business location • Factors influencing business location 4.6 Working with suppliers • The role of procurement • The impact of logistical and supply decisions on businesses 5. Finance 5.1 The role of the finance function • The purpose of the finance function • The influence of the finance function on business activity 5.2 Sources of finance • The reasons businesses need finance • Ways of raising finance • How and why different sources of finance are suitable for new and established businesses 5.3 Revenue, costs, profit and loss • The concept of revenue, costs and profit and loss in business and their importance in business decision-making • The different costs in operating a business • Calculation of costs and revenue • Calculation of profit/loss • Calculation and interpretation of profitability ratios • Calculation and interpretation of average rate of return 5.4 Break-even • The concept of break-even • Simple calculation of break-even quantity	
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structures • Ways of working 3.3 Communication in business Ways of communicating in a business context • The importance of business communications • The influence of digital communication on business activity	• The usefulness of break-even in business decision making 5.5 Cash and cash flow • The importance of cash to a business • The difference between cash and profit • The usefulness of cash flow forecasting to a business • Completion of cash flow forecasts	
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