



Blue Coat Church of England Academy

Year: 10+11	Subject: OCR GCSE Business
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Overview

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OCR GCSE Business introduces students to the world of business through real-life case studies and practical contexts. The course explores how businesses are created, how they operate, and the challenges and decisions they face in today's global and competitive economy. This course develops students' understanding of business concepts, financial awareness, analytical thinking, and decision-making skills. It's ideal for students who are interested in entrepreneurship, business management, marketing, or finance, and it provides a solid foundation for further study at A-Level or in vocational business qualifications.

Topics Covered:

The course is divided into two main themes:

1. Business Activity, Marketing and People

This unit covers the core foundations of how businesses start and grow, including how they recruit, motivate, and retain employees and how they attract and retain customers.

Key content includes:

- The purpose and nature of business activity
- Business ownership types (sole traders, partnerships, limited companies)
- Business aims and objectives
- Business planning and growth
- The role of marketing and market research
- The marketing mix (product, price, place, promotion)
- Human resources: recruitment, training, motivation, and employment law

2. Operations, Finance and Influences on Business

This unit explores how businesses operate efficiently, manage finances, and respond to external influences such as the economy, technology, and ethical pressures.

Key content includes:

- Production processes and quality control
- The role of technology in business operations
- Sources of finance and financial documents-
- Revenue, costs, profit, and break-even
- Cash flow forecasting and financial decision making
- The external environment: economic, ethical, legal, environmental, and global influences
- The interdependent nature of business activity

Examination Outline:

The GCSE is assessed entirely by **two written exams**, both taken at the end of the course.

Paper 1: Business Activity, Marketing and People

- Length: 1 hour 30 minutes
- Marks: 80
- Format: Multiple choice, short answer, and extended response questions
- Weighting: 50% of the GCSE

Paper 2: Operations, Finance and Influences on Business

- Length: 1 hour 30 minutes
- Marks: 80
- Format: Multiple choice, short answer, and extended response questions
- Weighting: 50% of the GCSE

Both papers include questions that require application of knowledge to real business contexts, encouraging critical thinking and decision-making skills.

Skills Developed:

Business and financial literacy

Analytical and evaluative skills

Communication and reasoning

Data interpretation and problem solving

Decision-making based on evidence

OCR GCSE Business is an engaging and practical course that prepares students for real-world business challenges and future study or employment in the business sector.