



### Option 1: OCR GCSE Business (603/0295/1)

#### Course overview:

##### **Business 01: Business activity, marketing, and people**

Students are introduced to business concepts and issues concerning the activities of a business. They explore the purpose and role of a business from spotting an opportunity through to the growth of an established business. They also look at the role of marketing and human resources.

##### **Business 02: Operations, finance and influences on business.**

Students take a closer look at the role of operations and finance in business activity. Operations include production processes, quality of goods and services, customer service, and working with suppliers. Finance covers its role, its sources, costs, profit and loss, cash, and cash flow.

They also explore how business responds to external influences, such as ethical and environmental considerations, the economic climate and globalisation, and the interdependent nature of business.

#### Skills

The skills developed throughout the course include:

- recalling detailed information accurately
- Knowledge and understanding of different functional areas of Business.
- Applying knowledge and understanding of business processes, concepts, and theories in Business contexts.
- Analysing and Evaluating the impact on businesses in context
- Making Justified judgements with supported reasoning
- Numeracy skills – Calculations in each topic of the course

#### Assessment

Internal assessment takes place after each topic work throughout the course, and in line with the school and department assessment policy.

The course is examined entirely by examination at the end of Year 11. There are two papers, each equally weighted:

- **Business 1 – Business Activity, Marketing and People 80 marks. 1 hour 30 minutes**
- **Business 2 – Finance, Operations, External Influences and Interdependent nature. 80 marks 1 hour and 30 minutes.**

Each paper is made up of multiple choice, short response and extended answer questions linking to case studies.

Further details about the course can be found at: <https://www.ocr.org.uk/qualifications/gcse/business-j204-from-2017/>

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### Option 2: BTEC Level 1/2 Enterprise Tech Award (603/7063/4)

#### **Course overview:**

There are three mandatory components.

#### **Component 1: Exploring Enterprises**

You will explore different enterprises to develop your knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs to be successful. You will explore how enterprises use market research to find out about their customer needs and competitor behaviour and how internal and external factors may affect enterprises.

#### **Component 2: Planning and Presenting a Micro-Enterprise Idea**

You will generate two realistic ideas for a micro-enterprise and choose one of these to plan within budget. You will individually present your business plan for your idea and review the production and delivery of your presentation to make recommendations for improvements.

#### **Component 3: Marketing and Finance for Enterprise**

You will explore how marketing is used by enterprises and the factors that influence how enterprises identify and target their market. You will complete financial documents and statements and explore how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

#### **Skills**

You will develop employability skills essential in business and many other contexts, such as:

- Market research, planning, decision-making, problem-solving, creativity and financial literacy, as well as personal skills and attributes such as time management, communication and the ability to evaluate and critically analyse your own performance and ideas.

#### **Assessment**

The course is split into three components. Two are set assignments that are worth 30% each of your overall grade. The final component is a written exam and worth 40%. The exam is 2 hours and taken in May/June of Year 11.

Further details about the course can be found at: [BTEC Tech Awards Enterprise | Pearson qualifications](#)

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