



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/>

Our aim is to encourage high expectations and high standards of achievement, both academic and personal. Our values embrace honesty, trust, reliability, respect for the legitimate rights of others, care for the weaker members of society, regard for the environment and a kindness towards other people. #createyourfuture



Option 2: OCR Cambridge Nationals Level 2 Certificate Enterprise and Marketing (603/0646/4)

Course overview:

There are three mandatory units.

Unit R064: Enterprise and marketing concepts

Students explore the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers.

Unit R065: Design a business proposal.

Students are presented with a business challenge from which they create a researched and costed business proposal. They will carry out market research, present data, use idea generation tools, seek and act on feedback, and cost their proposals. In their work on this unit, they will develop their self-assessment, collaborative working, creativity, numeracy, research and evaluative skills.

Unit R066: Market and pitch a business proposal.

Students prepare for and pitch the business proposal that they developed in the previous unit. They develop a brand identity and investigate how best to promote their product and then plan, practise and finally deliver their pitch. Afterwards they review both their performance and their business proposal. This will help develop their analysis and self-evaluative skills as well as those relating to self-presentation.

Skills

The skills developed throughout the course include:

- development of knowledge and understanding of enterprise and marketing concepts
- project management – enabling students to complete a project from start to finish
- providing and receiving feedback
- collaborative working
- presenting information effectively in front of peers and professionals in their pitch.
- analytical and self-evaluative skills in practical elements of the course.

Assessment

Assessment within the course is split between internal and external assessment. The external assessment is worth 50% of the overall course, and consists of one examination, which will take place at the end of Year 10, with an opportunity for a resit at the end of Year 11. There are two internal assessments that are both worth 25% of the overall course that will be carried out throughout Year 11.

Further details about the course can be found at: [Enterprise and Marketing Level 1/2 Certificate - J819 - OCR](#)

Our aim is to encourage high expectations and high standards of achievement, both academic and personal. Our values embrace honesty, trust, reliability, respect for the legitimate rights of others, care for the weaker members of society, regard for the environment and a kindness towards other people. #createyourfuture



Option 3: BTEC Level 2 First Award Travel and Tourism (600/6512/6)

Course overview:

The qualification provides an engaging and stimulating introduction to the world of travel and tourism giving you the opportunity to develop knowledge and technical skills in a practical learning environment. You will explore some of the key areas within the sector, including accommodation, tourism development and promotion, transport and visitor attractions. You will investigate the importance of the travel and tourism sector to the UK and investigate different types of customer and UK destinations. You will also have the opportunity to study international travel and tourism.

The qualification is 120 GLH, which is the same size and level as a GCSE and is aimed at everyone who wants to find out more about the travel and tourism industry.

Skills

The skills developed throughout the course include:

- Recalling detailed information accurately
- Applying knowledge to case studies
- Analysing and evaluating given scenarios using research to support conclusions
- Making justified judgements with supported reasoning
- Ability to use online and paper-based atlases to accurately locate destinations and routes on maps
- To be able to create logical and well-structured extended pieces of writing
- Independent research skills and the ability to use any findings to substantiate judgements made in the coursework
- Communication and customer awareness skills – the ability to effectively identify and meet differing customer needs

Assessment

There are 4 units, 3 of which are Mandatory (Unit 1: The UK Travel and Tourism Sector, Unit 2: UK Travel and Tourism Destinations, Unit 3: The Travel and Tourism Customer Experience) and 1 Optional (International Travel and Tourism Destinations). Units are either coursework based, assessed internally, and moderated externally or exam based.

- **Unit 1 – Externally assessed exam – 1 hour 15 minutes. The paper is made up of short answer questions based on small case studies and 2 longer essay style responses (both worth 8 marks each).**
- **Units 2, 3 and 4 – Internally assessed and externally moderated coursework.**

Further details about the course can be found at: <https://qualifications.pearson.com/en/qualifications/btec-firsts/travel-and-tourism-2013-nqf.html>

Our aim is to encourage high expectations and high standards of achievement, both academic and personal. Our values embrace honesty, trust, reliability, respect for the legitimate rights of others, care for the weaker members of society, regard for the environment and a kindness towards other people. #createyourfuture



Additional option (at the discretion of the school): LIBF Level 2 Award in Financial Education (AiFE) (601/6360/4)

Course overview:

AiFE is a Technical Award, mainly designed for students aged 14-16. It introduces them to personal finance and the economy, financial management skills and enterprise.

There are two units:

Unit 1: Finance, the Individual and Society – this covers public finance and the economy, including how these relate to: social, political and cultural factors; political institutions and processes; impacts on individuals, businesses and society.

Unit 2: Practices of Managing Money including: personal financial planning; budgeting and financial management tools for managing money; spending and borrowing.

Skills

The qualification will encourage students to:

- develop an understanding of the key content areas and how they relate to each other,
- identify, understand and use information from a range of sources,
- use appropriate tools to manage a personal budget and apply these concepts to enterprise,
- apply the concept of financial planning and make informed financial decisions,
- demonstrate numeracy skills, including the ability to manipulate financial and other numerical data (such as calculating the costs of borrowing and spending),
- communicate ideas and arguments clearly in writing.

Assessment

Both units are mandatory and assessed. Each unit is assessed via the following method:

- Unit 1: 20 stand-alone multiple-choice questions and 5 sets of stimulus material each with 3 associated questions (total marks 35)**
- Unit 2: 15 stand-alone multiple-choice questions and 5 sets of stimulus material each with 4 associated questions (total marks 35).**

For the multiple-choice assessment for Unit 1 and Unit 2, each item will require students to choose the correct answer (key) from a choice of four possible answers. To achieve a pass for Unit 1 and Unit 2, students are required to achieve 50% of the raw marks available in each unit. Students must pass both units to achieve the award. The qualification will be graded Pass / Merit.

Further details about the course can be found at: [Award in Financial Education \(AiFE \) | Financial Capability | LIBF](#)

Our aim is to encourage high expectations and high standards of achievement, both academic and personal. Our values embrace honesty, trust, reliability, respect for the legitimate rights of others, care for the weaker members of society, regard for the environment and a kindness towards other people. #createyourfuture