



Dear Student

Welcome to GCSE Business!

Expectations

Over the next two years you will receive a well-rounded introduction to business and be equipped with the skills and confidence to explore how different business situations affect business decisions. You will be encouraged to make informed choices about a wide range of further learning opportunities and career pathways as well as develop life skills that enable you to become financially and commercially aware.

There are revision sessions after school one day every week starting in November of Year 11 to help kick start your revision and prepare you for the exams ahead. Attendance is strongly advised.

Content

Business Activity - *Entrepreneurs* spot opportunities and gaps in the market and develop new ideas for products and services. They create *business plans* to help consider all the elements they are going to need for their new business to be a success. All businesses create *aims and objectives* to give them goals or targets to achieve and usually have a mixture of *financial* and *non-financial* objectives

Marketing - The aim of marketing is to meet or exceed *customer needs* and expectations. To do this a business must find out what their customers' needs are through *market research*. Together, the different elements of the *marketing mix* can be used to create the image that a business believes will give it the best chance of *selling* products and services to consumers.

People - Businesses have many different roles and responsibilities and need staff to carry them out. When *recruiting*, they must decide where to advertise their vacancy, complete relevant documentation, and comply with *employment law*. *Motivation* determines how hard employees are willing to work for a business and how productive a business is. A business can motivate its employees through *financial and non-financial methods*.

Operations - To compete with rival businesses, *production* costs must be kept low so that products can be priced competitively. *Quality* is essential to a business' success. Customers must be happy with the products and services they receive because if they are not, a business is unlikely to gain a good reputation or repeat customers. Often, customers value good *customer service* above many other factors when making purchases. Offering good customer service can help a business stand out, but they must comply with *consumer law*.



Finance - Businesses need to consider how to fund their activities when they are starting up and during their day-to-day operations. Various **costs** need to be covered, such as equipment, stock and paying bills. **Break-even** is the point at which a business is making neither a profit nor a loss. Businesses will calculate their break-even point to use the information when making decisions. The management of **cash and cash flow** is important as it can prevent a business from failing. Cash flow is the way that money moves in and out of a business and its bank accounts.

Influences on business - Businesses operate in **global markets** and are judged on the contribution they make to society. Behaving **ethically**, without harming the **environment**, and within **economic** constraints plays an important role regardless of impact on profits.

Structure of the course

- You will sit two papers, each worth 50% of the total GCSE marks and each lasting 1 ½ hours
- Paper 1 assesses: Unit 1 – Business Activity; Unit 2 – Marketing; Unit 3 – People
- Paper 2 assesses: Unit 4 – Operations; Unit 5 – Finance; Unit 6 – Influences on Business; Unit 7 – The Independent Nature of Business
- Both papers are very similar in structure and will have 2 sections:

Section A	15 multiple choice questions	15 marks
Section B	3 case studies with questions	Approx. 2 x 20 marks 1 x 25

Useful pre-reading

Textbook

The textbook for the course is OCR GCSE (9-1) Business (fourth edition) by Mike Schofield and Alan Williams. This can be used to supplement classwork and for help in completing homework.

Up to date reading

Regular coverage of Business issues appears in broadsheet newspapers such as The Times, The Independent, Financial Times and The Guardian. The Sunday Times has a Business supplement that can be very useful as a weekly overview of current business news, with many articles that link to topics covered in the course. The BBC News website is also an excellent source of relevant contemporary articles that can be found by searching via specific topics. <https://www.bbc.co.uk/news/business>. www.tutor2u.net is very good at selecting relevant business news articles and linking it to topic areas of the course.

Business Blogs

The Business Blogs Hub, <https://www.businessblogshub.com/>, is excellent for shorter reading on a huge range of business topics such as recruitment, empowering employees, improving productivity, managing finances and even how to start your own small business. Just search a topic you are interested in.

Harris Church of England Academy

Harris Drive, Overslade Lane, Rugby, Warwickshire CV22 6EA

Telephone: 01788 812549

office@harriscofeacademy.co.uk | www.harris.covmat.org

Headteacher Mrs Roberta Harrison



Useful study websites/resources

<https://www.twoteachers.co.uk/>

<https://www.youtube.com/c/twoteachers>

<https://www.bbc.co.uk/bitesize/examspecs/zhrphbk>

<https://ocr.org.uk/qualifications/gcse/business-j204-from-2017/>

Seneca learning – available through your school account

Me

I have been teaching Business courses at both GCSE and A Level for a long time and am here to support and guide you through your journey. I will provide you with everything you need to be successful and in return, all I ask is that you always try your best. I'm looking forward to getting started and welcoming you to the start of the course.

Mrs Hobbs

victoria.hobbs@harris.covmat.org



The Diocese of Coventry Multi Academy Trust.

An exempt charity and a company limited by guarantee, registered in England and Wales No 8422015.

Registered Office: St James' Church of England Academy, Barbridge Road, Bulkington, Bedworth, CV12 9PF

