

# GCSE Business

*Making the Grade. Learn the pathway to academic success.*

**Subject Teachers:** Miss McCarthy

**Curriculum Area:** Applied and Business

## Key Dates:

- 7 Sept – 23 October 2020: Skills Development
- 2 Nov 2020 – 2 April 2021: Business Activity
- 19 April 2021 - 22 October 2021: Marketing

## Overview of Year 9:

- The first half term of Year 9 will involve embedding key skills which students will need to be successful on the course. They will be provided with the opportunity to practice these skills by completing tasks which relate to business scenarios. The skills will be linked to syllabus themes which will be revisited later in the course as knowledge develops.
- The remainder of the academic year will be spent working on the first two units in the specification, (Business Activity and Marketing).
- **Business activity:**
  - The role of business enterprise and entrepreneurship
  - Business planning
  - Business ownership
  - Business aims and objectives
  - Stakeholders in business
  - Business growth
- **Marketing:**
  - The role of marketing
  - Market research
  - Market segmentation
  - The marketing mix

## How can families contribute to success on this course?

- Speak to your child on a regular basis about what they have learnt and encourage them to come and speak to their teacher if they are unsure of anything.
- Where we set homework check that they are using the guidance they have been provided by their teacher and any notes in the lesson.
- Read your child's homework and help them expand their responses by asking 'why?' and 'so what?' This will enable them to gain higher grades in their work.
- Make sure they build in time to allow you to **proof read** their work.

- Encourage your child to create revision material from Day One. Encourage them to experiment with different revision techniques to find what works for them.
- Support them in taking an interest in the business news and keep in touch with the big headlines eg Brexit. Alternatively, get them to choose a company that they are interested in and look out for news articles as they arise.
- Talk to your child about your work so that they gain an understanding of different roles and business environments.
- If your child is absent, please ask them to see their teacher as soon as possible to find out what work they have missed.

## Units

Content Overview	Assessment Overview	
<ul style="list-style-type: none"> <li>• Business activity</li> <li>• Marketing</li> <li>• People</li> </ul>	<p><b>Business 1: business activity, marketing and people (01)</b></p> <p>80 Marks 1 Hour 30 Minutes paper</p>	<p><b>50%</b> of total GCSE</p>
<ul style="list-style-type: none"> <li>• Operations</li> <li>• Finance</li> <li>• Influences on business</li> <li>• The interdependent nature of business</li> </ul>	<p><b>Business 2: operations, finance and influences on business (02)*</b></p> <p>80 Marks 1 Hour 30 Minutes paper</p>	<p><b>50%</b> of total GCSE</p>

## Resources for success:

- **SenecaLearning** – interactive resource for revision
- **www.tutor2u.net** – an excellent website for business theory
- **ShowMyHomework** – homework will be published regularly on here, reflecting the tasks students are currently working on and resources to support them (Task sheets, handouts, past papers)
- **Textbook – Business – Schofield and Williams** (written for the OCR specification)
- **Revision booklet** – my revision notes (written for the OCR GCSE Business specification)
- **Past Papers** – <https://www.ocr.org.uk/qualifications/gcse/business-j204-from-2017/assessment/>
- **Apps** – Sky News, BBC News

## Specification Information:

- OCR Business (9-1) – J204