



OCR GCSE (9-1) Business

When you leave school you may be working for a business or other organisation. After studying Business you will have an insight into just how businesses operate, including how to set up a business of your own.

So why should you not be the next Richard Branson?

- This is a practical course, using real businesses as examples
 - Learn skills to help you in decision making
- Be one step ahead in understanding how businesses operate



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The OCR GCSE (9-1) Business specification is divided into two units, each divided into further sub-sections.

Business 1: business activity, marketing and people (01)	
1. Business activity	1.1 The role of business enterprise and entrepreneurship 1.2 Business planning 1.3 Business ownership 1.4 Business aims and objectives 1.5 Stakeholders in business 1.6 Business growth
2. Marketing	2.1 The role of marketing 2.2 Market research 2.3 Market segmentation 2.4 The marketing mix
3. People	3.1 The role of human resources 3.2 Organisational structures and different ways of working 3.3 Communication in business 3.4 Recruitment and selection 3.5 Motivation and retention 3.6 Training and development 3.7 Employment law

Business 2: operations, finance and influences on business (02)	
4. Operations	4.1 Production processes 4.2 Quality of goods and services 4.3 The sales process and customer service 4.4 Consumer law 4.5 Business location 4.6 Working with suppliers
5. Finance	5.1 The role of the finance function 5.2 Sources of finance 5.3 Revenue, costs, profit and loss 5.4 Break-even 5.5 Cash and cash flow
6. Influences on business	6.1 Ethical and environmental considerations 6.2 The economic climate 6.3 Globalisation
7. The interdependent nature of business	



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The course concludes with two external examinations taken at the end of the course in Year 11. One exam for each unit.

Each exam lasts for 1 hour 30 minutes and is worth 50% of the total qualification.

Both exams contain 15 multiple choice questions and 3 data response questions.

Each data response question is divided into a number of parts. The data is based on a business context.

9 Which one of the following is **not** a role of human resources within a business?

- A Gaining new customers
- B Improving employee retention
- C Processing job application forms
- D Reducing skills shortages

Your answer

[1]

Text 2

The Works

The Works is a retailer which sells books, toys, gifts and stationery at lower prices than many of its rivals. It has over 430 stores in the UK and Ireland, as well as a website.

The Works currently has over 2500 employees. The company has a basic aim:

"We aim to be the customer's first-choice value alternative to the full price retailers of the products we sell."

Saranne is a local entrepreneur who wants to set up her own business. She is aware of the success of her local branch of The Works and has decided to open a specialist book store in the same town. She believes there are enough customers for both businesses to succeed. This will be Saranne's first business venture after deciding on a career change since leaving her job working at a local bank. Saranne will need to hire three employees.

(a) (i) State **two** possible objectives for a business.

- 1
- 2

[2]

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Business can lead on to many qualifications and is a good stepping stone for you in A Level subjects, especially economics, accountancy and of course A Level Business.



Technical courses in business, finance, enterprise, retail, human resources and admin

Starting your own business



Apprenticeships in Business, Administration, Marketing, Finance and Human Resources



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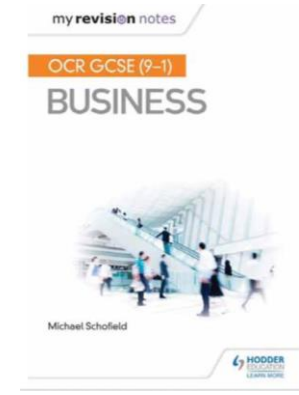
For further information or if you have any questions or queries please contact

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Please access the course [specification](#) by clicking on the link.

Also, please sign up for a [FREE e-Copy](#) (30-day trial) of the revision guide for Business.



Key Stage 4 > OCR GCSE 9-1



1_Business activity



2_Marketing



3_People



4_Operations



5_Finance



6_Influences on business



7_The interdependent n...



Key facts_Useful words



Now test yourself



Practice questions



Check-In Quizzes Links...



Introduction to course.p...

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Bitesize



BusinessEd