

GCSE Business

Mrs Dyson

Differences between OCR Enterprise and Marketing and GCSE Business

Similarities	Differences
Both give a good grounding in the main business concepts such as revenue/costing/market research/how to market products.	GCSE grades are 1-9 OCR Enterprise and Marketing are level 2 Pass to level 2 distinction *, level 1 pass to level 1 distinction.
Both require good literacy skills – there is high demands in both the coursework and preparing for the exam.	GCSE is broader with 12 main topics over 2 years.
Both require learning brand new theories and concepts and will need good memory skills.	GCSE has no coursework.
	OCR has 60% coursework.

Assessment – GCSE Business

- 100% exam
- 2 papers
- 90 mins each
- Both papers have multiple choice/3 mark/6 mark/9 mark and 12 mark questions.

What will I learn in GCSE Business?

Theme 1	Theme 2
1.1 Enterprise and entrepreneurship	2.1 Growing the business
1.2 Spotting a business opportunity	2.2 Making marketing decisions
1.3 Putting a business idea into perspective	2.3 Making operational decisions
1.4 Making the business effective	2.4 Making financial decisions
1.5 External influences on business	2.5 Making human resource decisions

Where can this lead me to?

- A level business/A level economics/A level law
- Into vocational level 3 subjects such as T level (old BTEC), OCR Enterprise and Marketing level 3
- Long term, university courses after level 3.
- Apprenticeships many different companies as it gives a great grounding in how businesses work.

What skills do I need?

- Memory and recall – learning new words and their meanings.
- High literacy skills – there are 2 case studies and longer questions in the exams.
- An interest in the world of business and how it works.