



Would you like....

- ✓ To be your own boss running your own business?
- ✓ To understand just what goes on in the world of work?
- ✓ To know what businesses look for when they recruit staff?
- ✓ To see how a business gets its money to operate?
- ✓ To know why so many adverts are aimed at teenagers?
- ✓ To understand why the same big businesses operate around the world?

OCR GCSE (9–1) Business is the course to take if you want the answers to these and many other questions.

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



What you will study in OCR GCSE (9–1) Business:

- Marketing, including advertising, development of products, setting the best price.
- Recruitment, including how businesses get the right staff and keep them working well.
- Business structures, including the different ways to set up a business.
- Finance, including how businesses get the money to set up and operate and how they make a profit.
- Business operations, including how businesses produce the things we buy.
- Influences on businesses, including the environment and how many businesses are operating around the world.

How you will be assessed

- Two exams at the end of the course, each 90 minutes long. **There is no controlled assessment.**
- Some questions will be multiple choice, some will be extended writing to test your ability to explain why you made a particular decision.

So why should you choose OCR GCSE (9–1) Business as an option?

- You will be able to understand the business world which you will enter after finishing school/college/university.
- You will be able to make informed decisions and put forward arguments to persuade others.
- You will have the knowledge to help you set up a business of your own.
- The skills you learn such as evaluation and problem solving will be useful in a number of other subjects.
- Business can lead on to many vocational qualifications and is a good stepping stone for you in A Level subjects, especially economics, accountancy and of course A Level Business.

If you:

- Want to understand and succeed in the world of business.
 - Think that being your own boss at work would be a great idea.
 - Want to be a better decision maker.
- Then OCR GCSE (9-1) Business is the subject for **you**.