

Business Studies

Frequently Asked Questions

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 will Business Studies benefit me when I leave education?

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

How does Business Studies differ from Enterprise and Marketing?

When studying Business Studies, you will cover all aspects of business in detail whereas Enterprise and Marketing will not go in depth into the topics of Finance, Human Resources and Operations.

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.

Why should I consider Business Studies?

- 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?



How can Business help me progress into the sixth form or further education?

At Plymstock you can progress to a Cambridge Technical Business. Business is also a very good accompaniment to other subjects as it allows you to make your passion economically viable.