

GCSE Business – Y9 Transition

If you really look closely, most overnight successes took a long time.

– Steve Jobs

Business is a very dynamic subject and there are few areas of employment that do not require business expertise. The course aims to develop your business acumen, allow for independent thinking and teamwork. You will learn how businesses work, how they market their products, recruit and develop their staff as well as looking at logistics, finance, ethical and environmental issues and global businesses.

Each topic taught gives a real insight into the world of business and you will learn so much! We want you to be confident, sharing your ideas and opinions in relation to business. You will be knowledgeable and aware of the world around you; we encourage you to look at things from a business perspective – question “is that aimed at me... why... how?”. Consider - How will this impact the economy/business? You can then apply those skills in a range of situations – whether that's applying for a job, further education, a loan, an investment or deciding which product to buy based on the company's ethical stance – we want you to make informed decisions, not just in the subject – but in life.

<p>Preparation</p>	<ul style="list-style-type: none"> ✓ Keep interested in your studies. The more you investigate a given topic, the more interesting it usually is. Or – you may already have an interest in a business / industry / market e.g., the environmental stance of firms and their sustainability. Or how they treat their workers, do they use fairtrade, is there any child labour in their supply chains, do they adopt the “every-body” stance when advertising their clothes etc. etc. ✓ Contemporary issues – or ‘What’s in the news?’ Keeping up with current affairs is a great way to gain detailed knowledge relevant to your studies. Think about the reasons behind decisions, the impact this could have on their staff, finance etc. and how we the public view the brand. <ul style="list-style-type: none"> ○ Gymshark – How did Gymshark become a billion-dollar brand - Find out more - Gymshark CEO on building an athleisure unicorn Vogue Business ○ Dyson – When engineering meets haircare (the diversification of Dyson) - The Dyson Supersonic™ hair dryer ✓ Also, keep on top of subject specific terms you come across (start your business definitions such as stakeholder and market share)
<p>Overview of course</p>	<ul style="list-style-type: none"> ✓ Exam Board: OCR ✓ External exams: Two exams (both are 80 marks and 90 minutes long) ✓ Themes: Paper 1 “Content of Business 1: business activity, marketing and people (J204/01)” & Paper 2 “Content of Business 2: operations, finance and influences on business (J204/02)”
<p>Short term focus: Term 1</p>	<p>In the September of Y10 we start with Topic 1, this focuses on Business Activity. This includes entrepreneurs, types of ownership, stakeholders, and shareholders and how business grow! Start reading around this now to give yourself a head start.</p>
<p>Careers & Suitability</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>This course would suit you if: You like to be challenged. You are interested in current affairs, the business world and how things work. You like to work as part of a team / pair to arrive at solutions to a business problem. You want to gain essential life skills for your future. You want to develop your written, verbal and ICT skills.</p> </div> <div style="width: 45%;"> <p>Careers: Entrepreneur (have your own business) Human Resource management (managing people and strategy) Marketing & Social media Business Law Operations, Procurement & Logistics Finance / Accountancy Business in general – there isn't a field of work that this wouldn't support!</p> </div> </div>