

## SUBJECT GUIDE:

Exam Board - OCR

*'From my very first day as an entrepreneur, I've felt the only mission worth pursuing in business is to make people's lives better'*

**Richard Branson**

Learning business is learning success through innovation, challenge, consistency and persistence. One of the core teaching methods is the case study method. Students are expected to solve case issues and scenarios with rigorous and well reasoned solutions. It is a well tried method to train students to become the top executives of the future.

### BUSINESS AT GCSE LEVEL

Business is one of the most popular subjects chosen at university level in the current environment. Business subjects help students develop analytical skills, evaluation and ability to reason; helping them become more confident in their communication and expression. Furthermore it opens a number of avenues for future professions including:

- Accounting and Finance
- Banking
- Human resource and careers management
- Retail and sales management
- Media and public relations
- Advertising and Marketing

Business J204 - OCR GCSE (9-1)  
Course Code J204

Written paper: 1 hour 30 minutes  
Exam Weighting: 50% of the total marks

Written paper : 2  
Exam weighting: 50% of the total marks

### COURSE DESCRIPTION

#### Paper 1

- Business activity
- Marketing
- People

#### Paper 2

- Operations
- Finance
- Influences on business
- Interdependent nature of business

### THE BUSINESS DEPARTMENT

**Ms Fariha Quddus (Head of Business)**  
MBA, FEL, NVQ-3

Subject Specialism: Business Management