

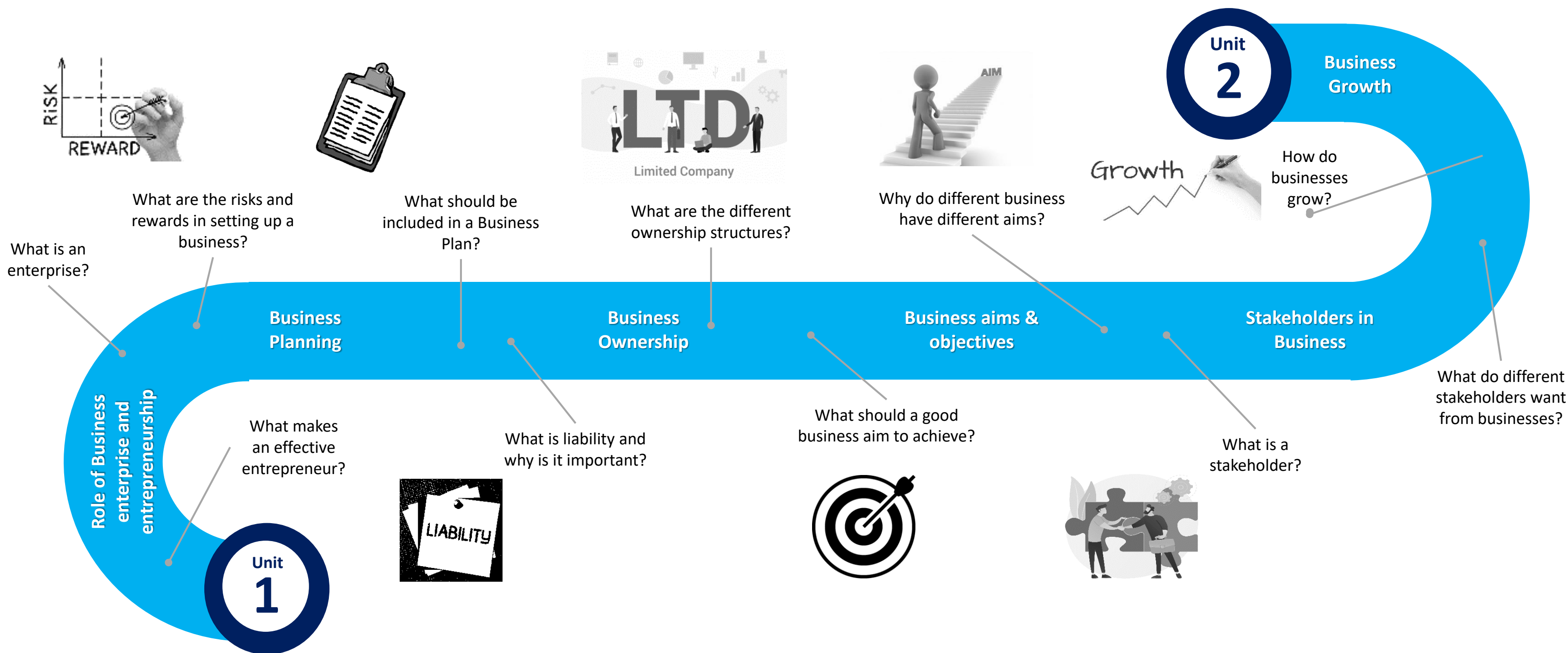
Unit 1: Business Activity



**OCR GCSE 9-1
Paper 1
Business Activity,
Marketing & People**

Throughout your studies in Years 10 and 11 you will be working toward your GCSE 9-1 Business. This follows the OCR specification and lots of materials can be found on their website.

In this first unit you will explore: what it takes to start a business; why planning is so important; how to choose the most appropriate ownership structure; which aims and objectives a business will aim for; how businesses affect people and how businesses grow. You will be assessed twice. Once via a knowledge test in the middle of the unit and then with an end of unit test at the end of the unit. You can expect this unit to take around one half term to complete.



Keeping a track of your progress: Your teacher will be assessing your progress informally every lesson. In addition, you will have at least one piece of work 'deep marked' (with written feedback) every half term, and you will be given time in the lesson to respond to the feedback in order to make further progress. Record your assessments here:

Minimum Grade	Mid-Unit Test Score	End-Of-Unit Test Score
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BBC Bitesize	Tutor2u	Revision Guide

	Word	Meaning
Essential	Revenue	This is the money received by a business in return for selling a product. A high revenue means lots of money has been taken.
	Profit	This is the amount of money leftover for a business to use when costs have been taken away from revenue.
	Objectives	These are aims and goals a business wants to achieve. Such as increasing profits, surviving, growing or launching a new product.
	Competitor	This is a rival to a business. For example, Pepsi would be a rival to Coke and Adidas a rival to Nike.
	Market Share	This is the percentage of sales a business makes as a proportion of sales in the whole market.
Intermediate	Dividends	This is when the profits for a year are divided up and shared out to shareholders/owners of the business. The payment(s) received are called dividends.
	Diversification	This is where a business decides to launch a new product in a new market that it's never made or sold before.
	Employee retention	This is a term for keeping your best employees. Having a high employee retention means people stay at your business.
	Cash flow	This is the amount of cash a business has at a certain time to use. Positive cash flow would show a business has enough cash to pay its bills, negative cash flow would show it couldn't pay its bills. It is different to profit.
Advanced	Productivity (of employees or machines)	This means how good people or machines are at turning inputs, such as raw materials and ingredients, into outputs, such as finished products. A high productivity means workers and/or machines are able to make lots of products in a relatively short period of time.
	Return on Investment (ROI)	This is the revenue/profit a business receives once they've invested money into a project or idea. A high return on investment means their investment led to a high revenue/profit in return.
	Externality (positive or negative)	This is a term for an unintended consequence to your actions. For example, you could open a new shop and a positive externality would be more jobs for the local area but a negative externality would be more pollution on the roads.

Relevant businesses you could consider during this unit

Local	National
Liar Liar Coffee Shop	Sports Direct
Local corner shops	Pizza Hut
Aico	Innocent Smoothies
Stans Superstore	BMW/Audi
Local florists.	Sainsbury's

Command Word	Meaning/what to do?
Identify	Just make a statement – one word/one sentence.
State	Just make a statement – one word/one sentence.
Explain	Explain the meaning of something whilst linking it to the case study.
Calculate	Using your calculator and the right formula, do the maths!
Complete	Fill in a mathematical table or graph.
Analyse	Explain in full the impact of a point/idea.
Discuss	Give two sides to an answer/two ideas and a conclusion about which is best.
Evaluate	
Recommend	

Unit 2: Marketing

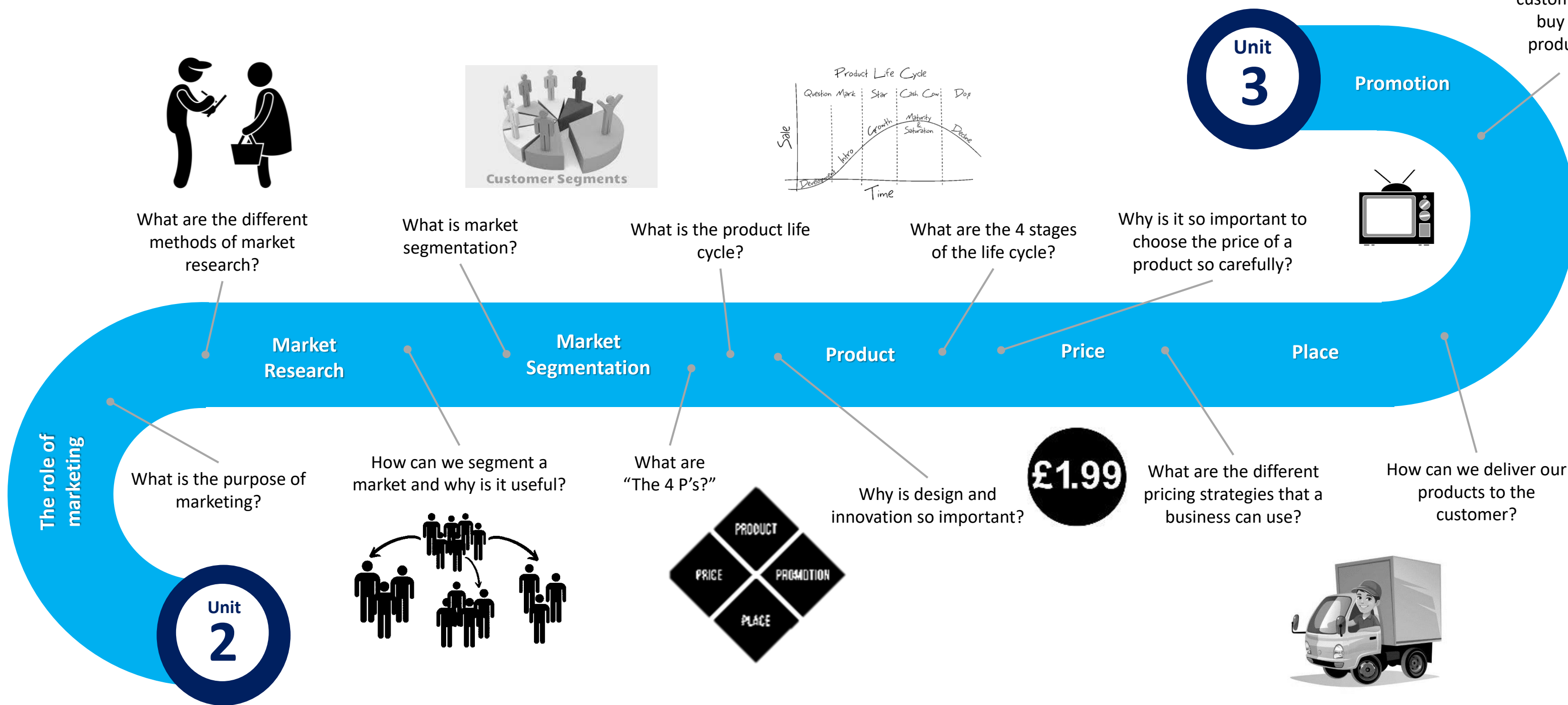


**OCR GCSE 9-1
Paper 1
Business Activity,
Marketing & People**

Throughout your studies in Years 10 and 11 you will be working toward your GCSE 9-1 Business. This follows the OCR specification and lots of materials can be found on their website.

In this second unit you will explore: why marketing is important; the different types of market research a business can use; how a business can split its market into different groups and how a marketing strategy can be decided on using Product, Price, Place & Promotion". You will be assessed twice. Once via a knowledge test in the middle of the unit and then with an end of unit test at the end of the unit. You can expect this unit to take around one half term to complete.

How can we persuade customers to buy our products?



Keeping a track of your progress: Your teacher will be assessing your progress informally every lesson. In addition, you will have at least one piece of work 'deep marked' (with written feedback) every half term, and you will be given time in the lesson to respond to the feedback in order to make further progress. Record your assessments here:

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Tutor2u



Revision Guide



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Relevant businesses you could consider during this unit

Local	National
House of Wingz	TikTok
Stans Superstore	Influencers/Youtubers
Liar Liar Coffee Shop	Sony Playstation
Market stalls	Coca-Cola
Hair salonss/Barbers	John Lewis

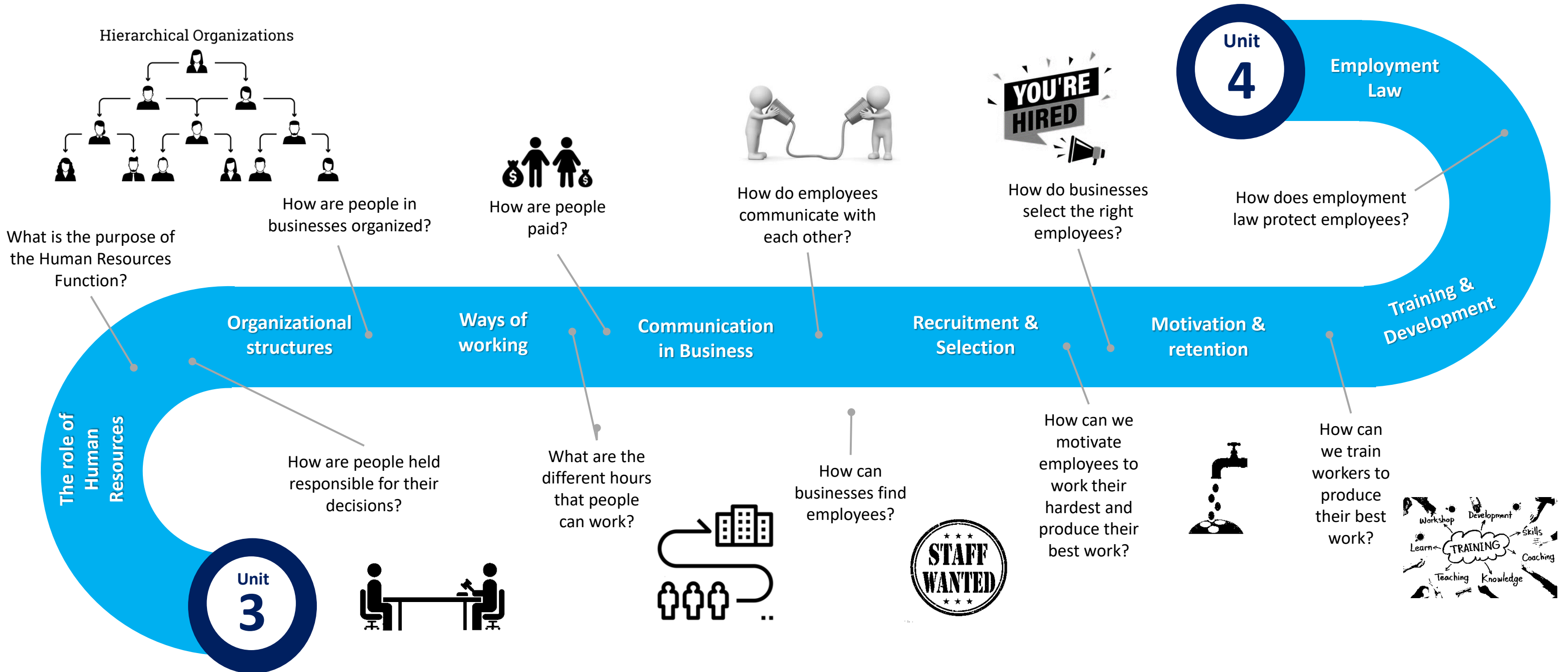
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Unit 3: People

**OCR GCSE 9-1
Paper 1
Business Activity,
Marketing & People**

Throughout your studies in Years 10 and 11 you will be working toward your GCSE 9-1 Business. This follows the OCR specification and lots of materials can be found on their website.
In this third unit you will explore: how the people in a business can be organized;; the different ways people can work; how people communicate in a business; how people are hired & fired; how we get people to do what we need them to and laws around employment
You will be assessed twice. Once via a knowledge test in the middle of the unit and then with an end of unit test at the end of the unit.
You can expect this unit to take around one half term to complete.



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Relevant businesses you could consider during this unit

Local	National
House of Wingz	Ford/BMW/Audi
Stans Superstore	Walkers Crisps
Liar Liar Coffee Shop	Sony Playstation
Market stalls	Coca-Cola
Hair salonss/Barbers	John Lewis

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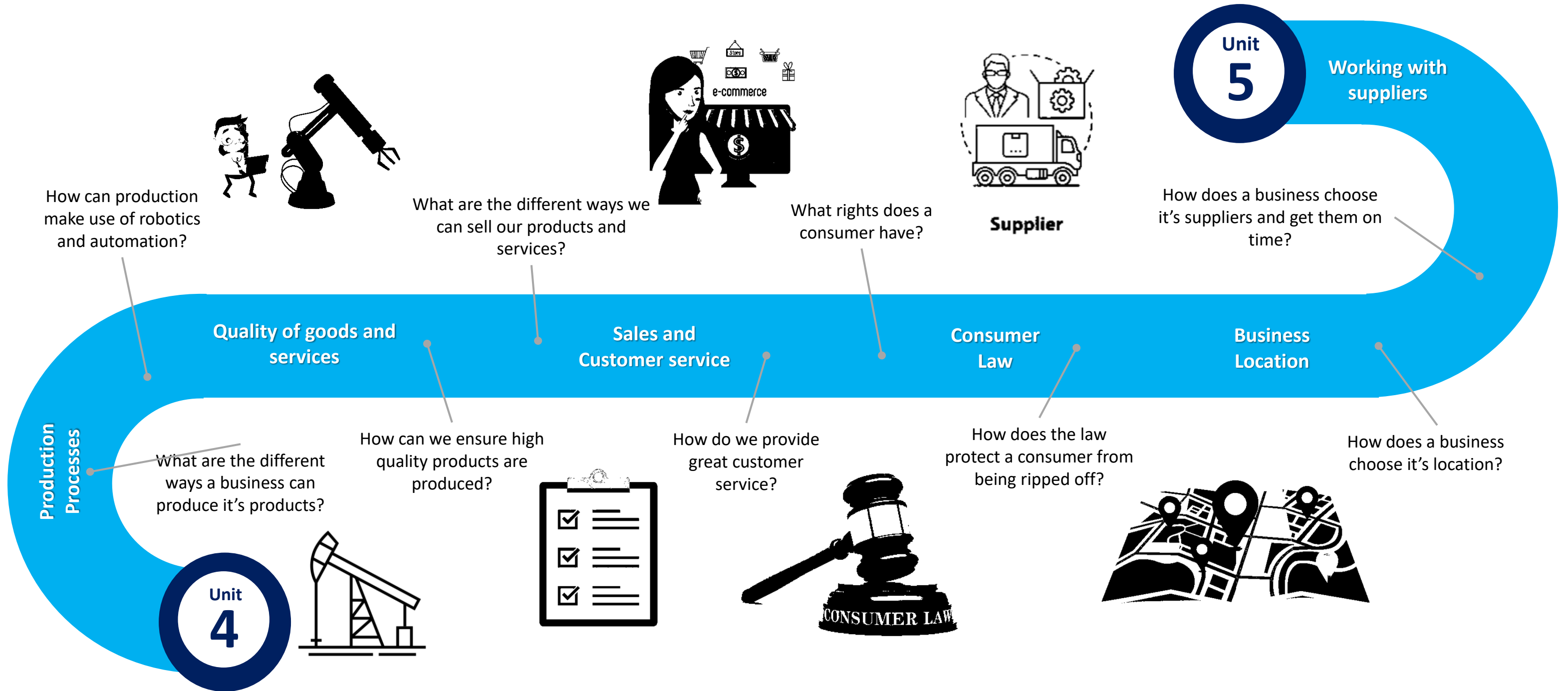


Unit 4: Operations

**OCR GCSE 9-1
Paper 2
Operations, Finance
and Influences on
Business**

Throughout your studies in Years 10 and 11 you will be working toward your GCSE 9-1 Business. This follows the OCR specification and lots of materials can be found on their website.

In this fourth unit you will explore: how quality products are made; how excellent customer service is delivered; how a consumer is protected from faulty and rubbish products how businesses decide on their locations and why suppliers are really important. You will be assessed twice. Once via a knowledge test in the middle of the unit and then with an end of unit test at the end of the unit. You can expect this unit to take around one half term to complete.



Keeping a track of your progress: Your teacher will be assessing your progress informally every lesson. In addition, you will have at least one piece of work 'deep marked' (with written feedback) every half term, and you will be given time in the lesson to respond to the feedback in order to make further progress. Record your assessments here:

Minimum Grade

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End-Of-Unit Test Score

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Tutor2u



Revision Guide



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Relevant businesses you could consider during this unit

Local	National
House of Wingz	Ford/BMW/Audi
Stans Superstore	Walkers Crisps
Liar Liar Coffee Shop	Sony Playstation
Market stalls	Coca-Cola
Hair salonss/Barbers	John Lewis

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Unit 5: Finance

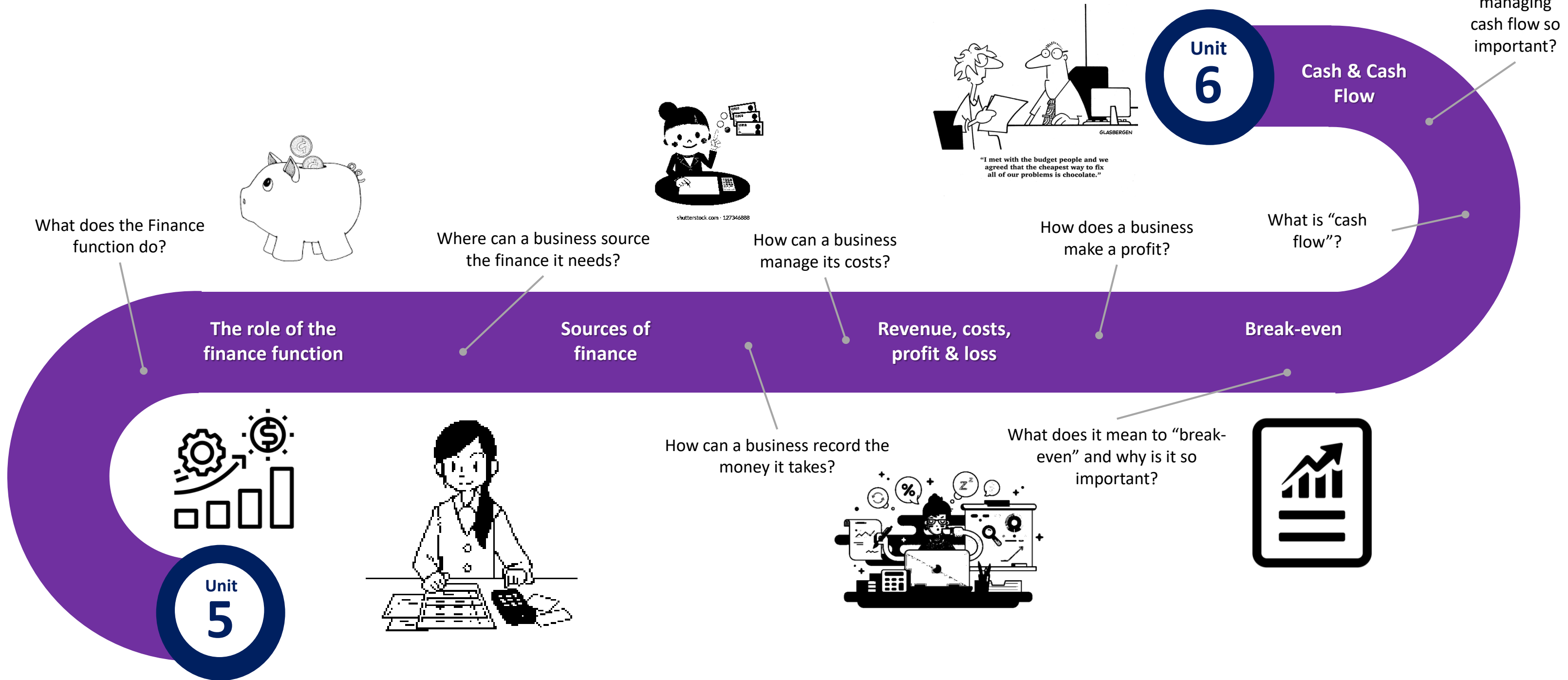
OCR GCSE 9-1
Paper 2
Operations, Finance
and Influences on
Business

Throughout your studies in Years 10 and 11 you will be working toward your GCSE 9-1 Business. This follows the OCR specification and lots of materials can be found on their website.

In this fifth unit you will explore: what the finance and accounting team does; where a business can get the money it needs to run; how profit and loss is calculated; how a business can make enough products to start making a product and why cash is so important.

You will be assessed twice. Once via a knowledge test in the middle of the unit and then with an end of unit test at the end of the unit.

You can expect this unit to take around one half term to complete.



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Revision
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Relevant businesses you could consider during this unit

Local	National
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Stans Superstore	Walkers Crisps
Liar Liar Coffee Shop	Sony Playstation
Market stalls	Coca-Cola
Hair salonss/Barbers	John Lewis

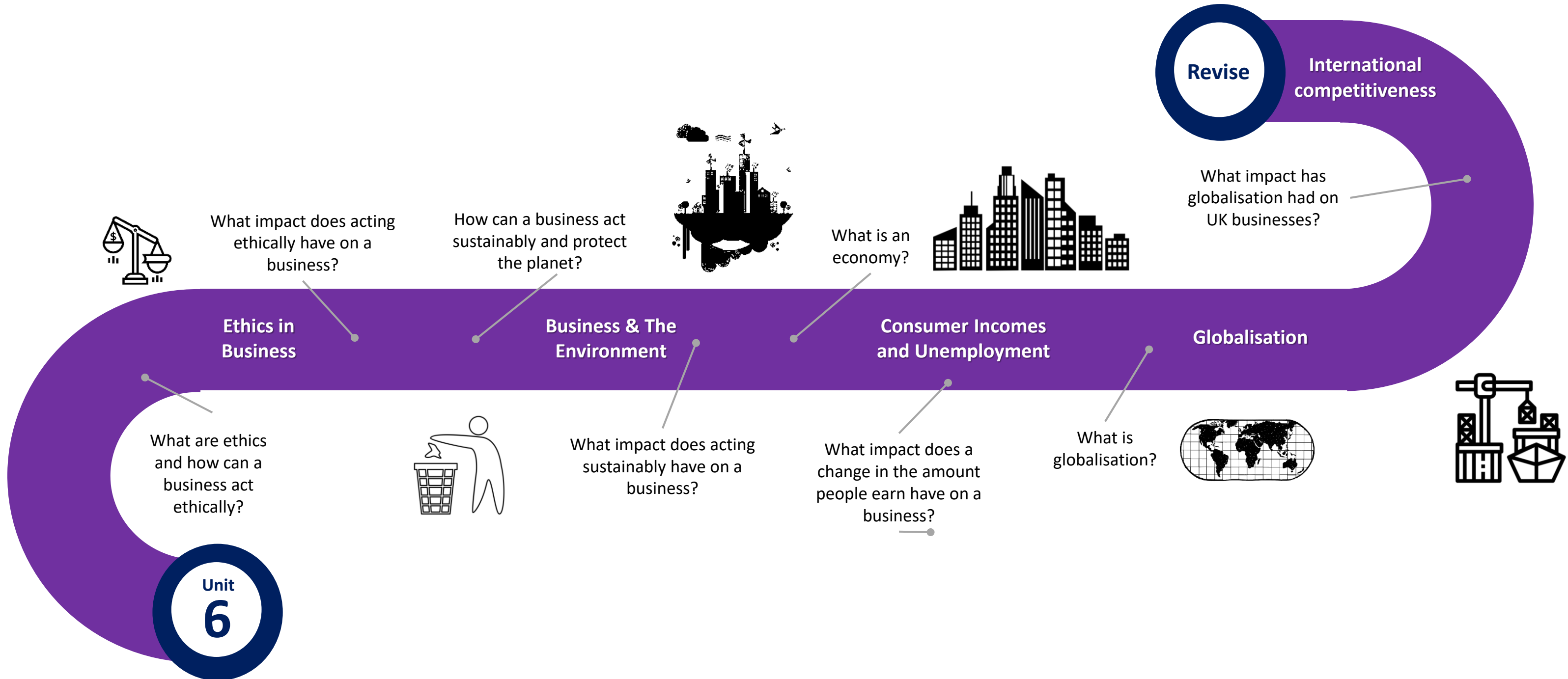
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Unit 6: Influences on Business

**OCR GCSE 9-1
Paper 2
Operations, Finance
and Influences on
Business**

Throughout your studies in Years 10 and 11 you will be working toward your GCSE 9-1 Business. This follows the OCR specification and lots of materials can be found on their website.
In this sixth unit you will explore: why a business should act fairly at all times; how a business can act sustainably; how consumer incomes and unemployment can affect the success of a business and the impact globalization has had on businesses.
You will be assessed twice. Once via a knowledge test in the middle of the unit and then with an end of unit test at the end of the unit.
You can expect this unit to take around one half term to complete.



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Tutor2u



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Relevant businesses you could consider during this unit

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