# Switching AQA GCSE Business to OCR GCSE (9-1) Business

## Introduction

Are you currently teaching the AQA GCSE Business qualification? Are you thinking of switching? We are here to help.

We will provide you with all the support you could need to switch from the AQA GCSE Business to our OCR GCSE Business, including:

* Mapping of AQA’s specification to OCR’s specification
* An overview of the differences in assessment

## Our offer

* Our [GCSE (9-1) Business qualification](https://www.ocr.org.uk/qualifications/gcse/business-j204-from-2017/) has been created by our subject specialist team working with a number of stakeholders including: OCR Business Consultative Forum, teachers, assessors, Higher Education Institutions and entrepreneurs. It has been created to be a qualification which engages students so they achieve their full potential.
* Our GCSE team are passionate about both business and education. With industry, teaching and assessment experience, they are fully committed to supporting centres’ delivery of our GCSE qualifications.
* We have produced a wide range of support materials, such as handbooks, delivery guides and practical activities. We have a selection of practice papers which can be used as mock papers in preparation for the exams and we have a free and user-friendly tool - ExamBuilder - that you can use to create customised papers for students.
* Join our conversations [@OCR\_BusEcon](https://twitter.com/ocr_busecon?lang=en) on Twitter to discuss and share good practice.

## Key differences

|  |  |
| --- | --- |
| OCR Business (9-1) | AQA GCSE Business |
| A straightforward, focused specification relevant to business today | A relevant and diverse specification |
| Specification content carefully chosen to encourage learners to develop a genuine interest in business and develop the skills and confidence to explore the business world for themselves. Topics such as economies/diseconomies of scale, managing stock, income statements/statements of financial position and break-even charts (as well as several others shown in the content mapping table, below) will not be assessed. | Economies/diseconomies of scale, managing stock, income statements/statements of financial position and break-even charts are included in the specification and will be assessed. |
| Teaching content on the influences of the economic climate has been streamlined to focus solely on changing levels of consumer income and unemployment. This allows learners more time to investigate connections between theory and practice and encourages them to apply their understanding to real organisations. | Influences of the economic climate considers the impact on business of changes in consumer spending as income fluctuates, changes in levels of employment and the impact of fluctuating interest rates on businesses that rely on overdrafts and loans for finance and how these can affect consumer and business spending. In addition, learners need to understand the impact of exchange rates on the profit and sales of those businesses that import and/or export. As these topics are in the specification, they will be assessed. |
| Assessed by 2 x 90-minute exam papers, each comprising 80 marks | Assessed by 2 x 105-minute papers, each comprising 90 marks |
| Structured exam papers comprising two sections: A and B | Exam paper comprising three sections: A, B and C |
| Section A comprises 15 multiple choice questions to ease candidates into the exam and to allow breadth of coverage | Approximately 6 multiple choice questions at the beginning of Section A |
| Section B business case studies are focused and short | Sections B and C case studies are comprised of scenarios in several parts |
| The longest question on each paper is worth 9 marks | The longest question on each paper is worth 12 marks |
| Question command words in Section B of both papers will be limited to the 10 command words listed in the specification, each of which are linked to an assessment objective | A range of different question command words will be used across both papers |
| Synoptic assessment clearly signposted on Paper 2 (a minimum of two questions) | Synoptic assessment incorporated into questions across both papers |

## Content mapping

The content within the OCR GCSE (9-1) in Business covers the key concepts of Business and will be very familiar. We’ve laid it out in a logical progression to support teaching the GCSE in a linear way.

Below is a table to show where AQA GCSE Business content is covered in the OCR GCSE Business (9-1) specification.

| OCR Business (9-1) | | AQA content in GCSE Business (9-1) | Additional content in AQA Business |
| --- | --- | --- | --- |
| Business 1: business activity, marketing and people | |  |  |
| 1. Business activity | |  |  |
| **1.1 The role of business enterprise and   entrepreneurship**   * The purpose of business activity and enterprise * Characteristics of an entrepreneur * The concept of risk and reward | | 3.1.1 The purpose and nature of businesses   * Purpose of business * Reasons for starting a business * Business enterprise and entrepreneurship   3.2.6 Competitive environment  Uncertainty and risks businesses face | 3.1.1  Basic functions and types of business  Factors of production  Define opportunity cost  Define the three business sectors of and primary, secondary and tertiary  Dynamic nature of businesses |
| **1.2 Business planning**   * The purpose of planning business activity * The role, importance and usefulness of a business plan | | 3.1.6 Business planning   * The purpose of business planning * The main sections of a business plan |  |
| **1.3 Business ownership**   * The features of different types of business ownership * The concept of limited liability * The suitability of differing types of ownership in different business contexts | | 3.1.2 Business ownership   * Sole traders * Partnerships * Private limited companies (ltd) * Public limited companies (plc) | 3.1.2  Not-for-profit organisations |
| **1.4 Business aims and objectives**   * The aims and objectives of business * How and why objectives might change as businesses evolve * Why different business may have different objectives | | 3.1.3 Setting business aims and objectives   * What are business aims and objectives * Purpose of setting objectives * Role of objectives in running a business * Changing objectives |  |
| **1.5 Stakeholders in business**   * The roles and objectives of internal and external stakeholder groups * The effect business activity has on stakeholders * The effect stakeholders have on business | | 3.1.4 Stakeholders   * Main stakeholders of business * Objectives of stakeholders * Impact of business activity on stakeholders * Impact and influence stakeholders have on businesses |  |
| **1.6 Business growth**   * Organic growth * External growth | | 3.1.7 Expanding a business   * Methods of expansion * Benefits and drawbacks of expansion | 3.1.7  Economies of scale  Diseconomies of scale |
| 2. Marketing | |  |  |
| **2.1 The role of marketing**   * The purpose of marketing within business | | 3.5.1 Identifying and understanding customers   * The importance of identifying and satisfying customer needs |  |
| **2.2 Market research**   * The purpose of market research * Primary research methods * Secondary research sources * How appropriate different methods and sources of market research are for different business purposes * The use and interpretation of qualitative and quantitative data in market research | | 3.5.3 The purpose and methods of market research   * Purpose of market research * Methods of primary and secondary market research * Use of market research: information that may help decision making |  |
| **2.3 Market segmentation**   * The use of segmentation to target customers | | 3.5.2 Segmentation   * Types of segmentation |  |
| **2.4 The marketing mix**   * The ‘four Ps’ of the marketing mix and their importance * Product * Product - stages of the product life cycle * Pricing methods * Promotion – point of sale * Promotion – advertising * Place – distribution of products and services * How the four Ps of the marketing mix work together * The use of the marketing mix to inform and implement business decisions * Interpretation of market data | | 3.5.4 The elements of the marketing mix: price, product, promotion and place (4Ps)   * Product * Product differentiation * Product life cycle * Pricing methods * The factors that influence pricing decisions * Promotional methods – advertising * Promotional methods – sales promotion * Factors influencing the selection of the promotional mix * Reasons for promotion * Place * E-commerce * Integrated nature of the marketing mix * Using the marketing mix to inform and implement business decisions   3.5.3 The purpose and methods of market research  Use of market research: information that may help decision making | 3.5.4  Boston Matrix (product portfolio)  Promotional methods – PR (Public relations)  Promotional methods – Sponsorship  Place – Wholesalers  M-commerce |
| 3. People | |  |  |
| **3.1 The role of human resources**   * The purpose of human resources in business | 3.4 The purpose of human resources, its role within business and how it influences business activity | |  |
| **3.2 Organisational structures and different ways of working**   * Different organisational structures * The terminology of organisation charts * Why businesses have different organisational structures * Ways of working | 3.4.1 Organisational structures   * Organisational structures * Appropriateness of organisational structures   3.4.2 Recruitment and selection of employees   * Contracts of employment | | 3.4.1  Centralisation and decentralisation |
| **3.3 Communication in business**   * Ways of communicating in a business context * The importance of business communications * The influence of digital communication on business activity | 3.2.1 Technology   * Digital communication | |  |
| **3.4 Recruitment and selection**   * Why businesses recruit * The use of different recruitment methods to meet different business needs * Methods of selection | 3.4.2 Recruitment and selection of employees   * The need for recruitment * Methods of recruitment and selection of employees | |  |
| **3.5 Motivation and retention**   * Financial methods of motivation * Non-financial methods of motivation * The importance of employee motivation * The importance of employee retention | 3.4.3 Motivating employees   * Importance of motivation in the workforce * Methods to motivate staff | |  |
| **3.6 Training and development**   * Different training methods * Why businesses train their workers * Staff development * The benefits to employees and businesses of staff development | 3.4.4 Training   * Importance of training the workforce * Types of training undertaken by businesses | |  |
| **3.7 Employment law**   * The impact of current legislation on recruitment and employment | **3.2.5 Legislation**   * Employment law | | 3.2.5  Health and safety at Work Act |
| Business 2: operations, finance and influences on business |  | |  |
| 4. Operations |  | |  |
| **4.1 Production processes**   * Different production processes and their impact on business * The influence of technology on production and the impact on business | 3.3.1 Production processes   * Methods of production * Efficiency in production | | 3.3.1  Lean production  Just in time (JIT) production |
| **4.2 Quality of goods and services**   * The concept of quality * Methods of ensuring quality * The importance of quality in both the production of good and the provision of services | 3.3.3 The concept of quality   * Consequences of quality issues * Methods of maintaining consistent quality * Costs and benefits of maintaining quality | | 3.3.3  Total quality management (TQM) |
| **4.3 The sales process and customer service**   * Methods of selling * The influence of e-commerce on business activity * The importance to a business of good customer service including after-sales service * The contribution of product knowledge and customer engagement to good customer service | 3.2.1 Technology   * E-commerce   3.5.4 The elements of the marking mix: price product, promotion and place (4Ps)   * Place - telesales   3.3.4 Good customer services   * Methods of good service * Benefits of good customer service * Dangers of poor customer service * The ways in which advances in ICT have allowed customer services to develop | |  |
| **4.4 Consumer law**   * The impact of consumer law on businesses | 3.2.5 Legislation   * Consumer law | |  |
| **4.5 Business location**   * Factors influencing business location | 3.1.5 Business location   * Factors influencing the location decision of a business | |  |
| **4.6 Working with suppliers**   * The role of procurement * The impact of logistical and supply decisions on businesses | 3.3.2 The role of procurement   * Factors affecting choice of suppliers * The effects of procurement and logistics on a business * The value of effective supply chain management | | 3.3.2  Managing stock: Just in time (JIT)  Managing stock: Just in case (JIC). |
| 5. Finance |  | |  |
| **5.1 The role of the finance function**   * The purpose of the finance function * The influence of the finance function on business activity | 3.6 The purpose of the finance function, its role within business and how it influences business activity | |  |
| **5.2 Sources of finance**   * The reasons businesses need finance * Ways of raising finance * How and why different sources of finance are suitable for new and established businesses | 3.6.1 Sources of finance   * Methods businesses use to raise finance * Appropriateness of sources of finance | | 3.6.1  Family and friends  Mortgage  Hire purchase  Government grants |
| **5.3 Revenue, costs, profit and loss**   * The concept of revenue, costs and profit and loss in business and their importance in business decision-making * The different costs in operating a business * Calculation of costs and revenue * Calculation of profit/loss * Calculation and interpretation of profitability ratios * Calculation and interpretation of average rate of return | 3.1.6 Business planning   * Basic financial terms * Basic financial calculations   3.6.3 Financial terms and calculations   * Basic financial terms * Basic financial calculations * Average rate of return   3.6.4 Analysing financial performance of a business   * Calculate gross profit margin and net profit margin | | 3.6.4  Income statements  Statements of financial position  Assets and liabilities |
| **5.4 Break-even**   * The concept of break-even * Simple calculation of break-even quantity * The usefulness of break-even in business decision-making | 3.6.3 Financial terms and calculations   * Break-even | | 3.6.3  Break-even charts |
| **5.5 Cash and cash flow**   * The importance of cash to a business * The difference between cash and profit * The usefulness of cash flow forecasting to a business * Completion of cash flow forecasts | 3.6.2 Cash flow   * Importance of cash to businesses * Interpreting cash flow forecasts * Difference between cash and profit | |  |
| 6. Influences on business | |  |  |
| **6.1 Ethical and environmental considerations**   * Ethical considerations and their impact on businesses * Environmental considerations and their impact on businesses | | 3.2.2 Ethical and environmental considerations   * Ethical considerations * Environmental considerations * Sustainability |  |
| **6.2 The economic climate**   * The economic climate and its impact on businesses | | 3.2.3 The economic climate   * Level of employment * Consumer spending | 3.2.3  Interest rates  How fluctuating interest rates can affect businesses that rely on overdrafts and loans for finance  How fluctuating interest rates can affect consumer and business spending |
| **6.3 Globalisation**   * The concept of globalisation * The impact of globalisation on businesses | | 3.2.4 Globalisation   * How UK business compete internationally | 3.2.4  Exchange rates  The impact of exchange rates on profit and sale of those businesses that import and/or export |
|  | |  | 3.2.6  Impact on businesses of operating in competitive markets |
| 7. The interdependent nature of business | |  |  |
| * the interdependent nature of business operations, finance, marketing and human resources within a business context * how these interdependencies underpin business decision-making * the impact of risk and reward on business activity * the use of financial information in measuring and understanding business performance and decision-making | | 3 The interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources, and how these interdependencies underpin business decision making.  3.2.3 Competitive environment   * Uncertainty and risks businesses face   3.1.3 Setting business aims and objectives   * Use of objectives in judging success   3.6.4 Analysing the financial performance of a business   * Consider current performance, performance against previous year, performance against competitors and performance from the perspective of a range of stakeholders |  |
| **Appendix 5c: Quantitative skills requirement**  These are identical across all awarding organisations | | **Appendix 6: Quantitative skills**  These are identical across all awarding organisations |  |

## Assessment

A comparison of the differences in assessment models is below:

|  |  |
| --- | --- |
| OCR GCSE Business (9-1) | AQA GCSE Business |
| Two papers: Paper 1 Business activity, marketing and people  Paper 2 Operations, finance and influences on business  Each paper: **1 hour 30** **minutes**  Each paper: **80 marks**  Each paper: 50% of GCSE  Question types on each paper:  Section A: **15 multiple choice** questions (testing AO1 and AO2 only).  Section B: 65 marks comprised of structured, short answer and extended response questions (testing AO1, AO2 and AO3) based on **three** different businesses each with **one** short scenario  At least one of the businesses on each exam paper will be a real business.  Highest tariff question on each paper = **1 x** **9-mark** question  Synoptic assessment: On Paper 2 (a minimum of two questions) | Two papers: Paper 1 Influences of operations and HRM on business  activity  Paper 2 Influences of marketing and finance on business  activity  Each paper: **1 hour 45 minutes**  Each paper: **90 marks**  Each paper: 50% of GCSE  Question types on each paper:  Section A: 20 marks which include **approximately 6 multiple choice questions** and short answer questions  Sections B and C: 70 marks comprised of structured, short answer and extended response questions based on **two** different businesses each with **multiple** scenarios  At least one of the businesses on each exam paper will be a real business.  Highest tariff question on each paper = **1 x** **12-mark** question  Synoptic assessment: Incorporated in questions across both papers |

|  |  |
| --- | --- |
| Breakdown of Assessment Objectives | Breakdown of Assessment Objectives |
| **AO1** Demonstrate knowledge and understanding of business concepts and issues 35% | **AO1** Demonstrate knowledge and understanding of business concepts and issues 35% |
| **AO2** Apply knowledge and understanding of business concepts and issues to a variety of contexts 35% | **AO2** Apply knowledge and understanding of business concepts and issues to a variety of contexts 35% |
| **AO3** Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions 30% | **AO3** Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions 30% |
| Assessment objectives and weightings are identical for all Awarding Organisations | |

## Want to switch to OCR?

If you’re an OCR-approved centre, all you need to do is download the specification and start teaching. Your exams officer can complete an intention to teach form which enables us to provide appropriate support. When you’re ready to enter your students, you just need to speak to your exams officer to:

Make estimated entries by **10th October** so we can prepare the question papers and ensure we’ve got enough examiners.

Make final entries by **21st February**. If you are not already an OCR-approved centre please refer your exams officer to the centre approval section of our admin guide.

Future key dates can be found on the [OCR website](https://www.ocr.org.uk/administration/stage-1-preparation/key-dates-and-timetables/).

## Next steps

1. Familiarise yourself with the specification, sample assessment materials and teaching resources on the GCSE Business qualification page of the [OCR website](https://www.ocr.org.uk/qualifications/gcse/business-j204-from-2017/).
2. Browse the online delivery guides and teaching activities for teaching ideas.

### Delivery guides

Finance

https://www.ocr.org.uk/Images/525815-finance.pdf

The interdependent nature of business   
https://www.ocr.org.uk/Images/527632-the-interdependent-nature-of-business.pdf

Influences on business  
<https://www.ocr.org.uk/Images/527381-influences-on-business.pdf>

### Teaching Activities

Business check-in  
 https://www.ocr.org.uk/Images/289136-business-activity-check-in-quiz.docx

Finance check-in  
 <https://www.ocr.org.uk/Images/400555-finance-check-in-quiz.doc>

Influences check-in  
 <https://www.ocr.org.uk/Images/400547-influences-check-in-quiz-lesson-element.docx>

Interdependence check-in  
 https://www.ocr.org.uk/Images/400563-interdependence-check-in-quiz-lesson-element.doc

Marketing check-in  
 <https://www.ocr.org.uk/Images/323478-marketing-activity-check-in-quiz.docx>

Operations check-in  
 <https://www.ocr.org.uk/Images/400564-operations-check-in-quiz-lesson-element.docx>

People check-in  
 <https://www.ocr.org.uk/Images/350155-people-check-in-quiz.docx>

1. Visit our Administration page for useful information:   
    <https://www.ocr.org.uk/qualifications/gcse/business-j204-from-2017/administration/>
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   <https://interchange.ocr.org.uk>
3. Sign up to receive subject updates by email.   
   <http://www.ocr.org.uk/i-want-to/email-updates>
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