# Switching Pearson Edexcel GCSE Business to OCR GCSE (9-1) Business

## Introduction

Are you currently teaching the Pearson Edexcel 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 Pearson Edexcel GCSE Business to our OCR GCSE Business, including:

* Mapping of Pearson Edexcel’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) | Pearson Edexcel content in GCSE Business GCSE Business |
| A straightforward, focused specification relevant to business today | Familiar course content and contemporary contexts |
| 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 franchising, managing stock, the calculation of interest, barriers to international trade and break-even diagrams (as well as several others shown in the content mapping table, below) are not in the specification and will not be assessed. | Franchising, managing stock, the calculation of interest, barriers to international trade and break-even diagrams 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 changing levels of consumer income, unemployment, inflation, changes in interest rates government taxation and changes in exchange rates. As these are in the specification, they will be assessed. |
| Each exam paper focuses on two specific business functions i.e. Paper 1 Marketing and people, Paper 2 Operations and finance | The exam papers are themed i.e. Paper 1 Investigating a small business, Paper 2 Growing the business  |
| Assessed by 2 x 90-minute exam papers, each comprising 80 marks | Assessed by 2 x 90-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 5 multiple choice questions spread throughout Section A |
| 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 directly linked to an assessment objective | Twelve question command words are listed in the specification for use in Sections B and C  |
| The highest tariff questions on each paper are 1 x 9 marks and 1 x 7 marks | The highest tariff questions on each paper are 1 x 12 marks and 2 x 9 marks |
| Synoptic assessment only 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 Pearson Edexcel GCSE Business content is covered in the OCR GCSE Business (9-1) specification.

| OCR Business (9-1) | Pearson content in GCSE Business (9-1) | Additional content in Pearson Business |
| --- | --- | --- |
| Business 1: business activity, marketingand 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
 | 1.1.3 The role of business enterprise* The role of business enterprise and the purpose of business activity
* The role of entrepreneurship
	+ 1. Risk and reward
* Risk
* Reward
 | 1.1.1 The dynamic nature of business |
| **1.2 Business planning*** The purpose of planning business activity
* The role, importance and usefulness of a business plan
 | 1.4.4 Business plans* The purpose of planning business activity
* The role and importance 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
 | 1.4.1 The options for start-up and small businesses* The concept of limited liability
* The types of business ownership for start-ups

2.1.1 Business growth* The types of business ownership for growing businesses
 | 1.4.1Franchising |
| **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
 | 1.3.1 Business aims and objectives* What business aims and business objectives are
* Business aims and objectives when starting up
* Why aims and objectives differ between businesses

2.1.2 Changes in business aims and objectives* Why business aims and objectives change as businesses evolve
* How business aims and objectives change as businesses evolve
 |  |
| **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
 | 1.5.1 Business stakeholders* Who business stakeholders are and their different objectives
* How stakeholders are affected by business activity
* How stakeholders impact business activity
* Possible conflicts between stakeholder groups
 | 1.5.1Pressure groups |
| **1.6 Business growth*** Organic growth
* External growth
 | 2.1.1 Business growth* Internal (organic) methods of business growth
* External (inorganic) methods of business growth
 |  |
|  |  |  |
| 2. Marketing |  |  |
| **2.1 The role of marketing*** The purpose of marketing within business
 | 1.2.1 Customer needs* Identifying and understanding 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
 | 1.2.2 Market research* The purpose of market research
* Methods of primary and secondary market research
* The use of data in market research
 | 1.2.3Market mapping |
| **2.3 Market segmentation*** The use of segmentation to target customers
 | 1.2.3 Market segmentation* How business use market segmentation to target customers
 |  |
| **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
 | 1.4.3 The marketing mix* What the marketing mix is

2.2.1 Product* The design mix
* The product life cycle
* The importance to a business of differentiating a product/service

2.2.2 Price* pricing strategies
* influences on pricing strategies

2.2.3 Promotion* appropriate promotion strategies
* the use of technology in promotion

2.2.4 Place* Methods of distribution

1.4.3 The marketing mix* How the elements of the marketing mix work together

2.2.5 Using the marketing mix to make business decisions* How each element of the marketing mix can influence other elements
* Using the marketing mix to build competitive advantage
* How an integrated marketing mix can influence competitive advantage

2.4.2 Understanding business performance * the use and interpretation of market data
 | 2.2.3Promotion strategies – sponsorshipPromotion strategies – product trials |
|  |  |  |
| 3. People |  |  |
| **3.1 The role of human resources**The purpose of human resources in business | 2.5 Making human resource decisions |  |
| **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
 | 2.5.1 Organisational structures* Different organisational structures and when each are appropriate

2.5.2 Effective recruitment* Different job roles and responsibilities

2.5.1 Organisational structures* Different ways of working
 | 2.5.1Centralised and decentralised organisational structuresFreelance contracts |
| **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
 | 2.5.1 Organisational structures* The importance of effective communication

1.4.3 The marketing mix* The impact of technology on digital communication

1.5.2 Technology and business* Different types of technology used by business
* How technology influences business activity
 |  |
| **3.4 Recruitment and selection*** Why businesses recruit
* The use of different recruitment methods to meet different business needs
* Methods of selection
 | 2.5.2 Effective recruitment* Documents
* Recruitment methods
 |  |
| **3.5 Motivation and retention*** Financial methods of motivation
* Non-financial methods of motivation
* The importance of employee motivation
* The importance of employee retention
 | 2.5.4 Motivation* Financial methods
* Non-financial methods
* The importance of motivation in the workplace

2.5.3 Effective training and developmentthe link between training, motivation and retention | 2.5.4CommissionJob rotationJob enrichmentAutonomy |
| **3.6 Training and development*** Different training methods
* Why businesses train their workers
* Staff development
* The benefits to employees and businesses of staff development
 | 2.5.3 Effective training and development* How businesses train and develop employees
* Why businesses train and develop employees
 |  |
| **3.7 Employment law*** The impact of current legislation on recruitment and employment
 | 1.5.3 Legislation and business* The principles of employment law: recruitment, pay, discrimination
* The impact of legislation on businesses
 | 1.5.3The principles of health and safety legislation |
|  |  |  |
| 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
 | 2.3.1 Business operations* Production processes
* Impacts of technology on 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
 | 2.3.3 Managing quality* The concept of quality
* Quality control and quality assurance
* The production of goods and the provision of services
* The importance of quality
 |  |
| **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
 | 1.4.3 The marketing mix* The impact of e-commerce

1.5.5 External influences* Responses to changes in technology

2.3.4 The sales process* Product knowledge
* Speed and efficiency of service
* Customer engagement
* Responses to customer feedback
* Post-sales service
* The importance to a business of providing good customer service
 |  |
| **4.4 Consumer law*** The impact of consumer law on businesses
 | 1.5.3 Legislation and business* The principles of consumer law
* The impact of legislation on businesses
 |  |
| **4.5 Business location*** Factors influencing business location
 | 1.4.2 Business location* Factors influencing business location
 |  |
| 4.6 Working with suppliers* The role of procurement
* The impact of logistical and supply decisions on businesses
 | 2.3.2 Working with suppliers* The role of procurement
* Relationships with suppliers
* The impact of logistics and supply decisions
 | 2.3.2Managing stockBar gate stock graphsJust in time (JIT) stock control |
|  |  |  |
| 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
 |  |  |
| **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
 | 1.3.4 Sources of finance* Sources of finance for a start-up or established small business

2.1.1 Business growth* Sources of finance for growing and established businesses
 | 1.3.4Venture capital |
| **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
 | 1.3.2 Business revenues, costs and profits* The concept and calculation of revenue, costs, profit and loss

2.4.1 Business calculations* The concept and calculation of gross profit and net profit
* Calculation and interpretation of gross profit margin and net profit margin
* Calculation and interpretation of average rate of return
 | 1.3.2The concept and calculation of interest |
| **5.4 Break-even*** The concept of break-even
* Simple calculation of break-even quantity
* The usefulness of break-even in business decision-making
 | 1.3.2 Business revenues, costs and profits* The concept and calculation of break-even level of output
 | 1.3.2 Break even diagrams |
| **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
 | 1.3.3 Cash and cash-flow* The importance of cash to a business
* The difference between cash and profit
* Calculation and interpretation of cash-flow forecasts
 |  |
|  |  |  |
| 6. Influences on business |  |  |
| **6.1 Ethical and environmental considerations*** Ethical considerations and their impact on businesses
* Environmental considerations and their impact on businesses
 | 2.1.4 Ethics, the environment and business* The impact of ethical and environmental considerations on businesses
 |  |
| **6.2 The economic climate*** The economic climate and its impact on businesses
 | 1.5.4 The economy and business* The impact of unemployment on businesses
* The impact of changing levels of consumer income on businesses

1.5.5 External influences* Responses to changes in the economic climate
 | 1.5.4InflationChanges in interest ratesGovernment taxationChanges in exchange rates |
| **6.3 Globalisation*** The concept of globalisation
* The impact of globalisation on businesses
 | 2.1.3 Business and globalisation* The impact of globalisation on businesses
* How businesses compete internationally
 | 2.1.3Barriers to international tradeTariffsTrade blocs |
|  |  | 1.2.4The competitive environment |
|  |  |  |
| 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
 | Theme 1/Theme 2 Overview * Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources

Theme 1 Overview* Students must understand how these interdependencies and relationships underpin business decisions

Theme 2 Overview* Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions.

1.1.2 Risk and reward* The impact of risk and reward on business activity

2.4.2 Understanding business performance* The use and interpretation of quantitative business data to support, inform and justify business decisions information
* The use and limitation of financial information in understanding business performance and making business decisions
 |  |
| **Appendix 5c: Quantitative skills requirement**These are identical across all awarding organisations | **Appendix 2: 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 businessEach paper: **1 hour 30** **minutes**Each paper: **80 marks**Each paper: 50% of GCSEQuestion 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 scenarioHighest tariff question on each paper = **1 x** **9-mark** questionSynoptic assessment: On Paper 2 (a minimum of two questions) | Two papers: Paper 1 Investigating a small business Paper 2 Building a businessEach paper: **1 hour 30 minutes**Each paper: **90 marks**Each paper: 50% of GCSEQuestion types on each paper:Section A: 35 marks which include **approximately 5 multiple choice questions** and short answer questionsSections B and C: 55 marks comprised of structured, short answer and extended response questions based on **two** different businesses Highest tariff question on each paper = **1 x** **12-mark** questionSynoptic 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:

1. Make estimated entries by **10th October** so we can prepare the question papers and ensure we’ve got enough examiners.
2. 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.
3. 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/>
2. Get a login for our secure extranet, Interchange – this allows you to access the latest past/practice papers and use our results analysis service, Active Results.
<https://interchange.ocr.org.uk>
3. Sign up to receive subject updates by email.
<http://www.ocr.org.uk/i-want-to/email-updates>
4. Sign up to take part in webinars on specific topics running throughout the year and our Q&A webinar sessions every half term. <https://www.ocr.org.uk/qualifications/professional-development/>



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Though we make every effort to check our resources, there may be contradictions between published support and the specification, so it is important that you always use information in the latest specification. We indicate any specification changes within the document itself, change the version number and provide a summary of the changes. If you do notice a discrepancy between the specification and a resource, please contact us.

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Please get in touch if you want to discuss the accessibility of resources we offer to support you in delivering our qualifications.