

FAO: All teachers of OCR GCSE Business Studies specifications A, B and Short Course

Date: April 2009

Subject: GCSE Business Studies Supported Coursework Scheme

GCSE BUSINESS STUDIES SUPPORTED COURSEWORK SCHEME

OCR is pleased to announce that this year's GCSE Business Studies supported coursework scheme will once again be based on **T-Mobile**.

The supported coursework scheme, which in the past has been based on Poppets, Pizza Hut and BT, is available for OCR's GCSE Business Studies A (1951), GCSE Business Studies B (1952) and GCSE Business Studies Short Course (1051). It is not compulsory, and is offered in addition to the titles available in the specifications. The scheme offers a structured piece of coursework, where candidates throughout the country undertake identical market research to form a large, nation-wide database on which they can base their coursework report.

The coursework title, which will focus on Marketing, will be confirmed at a later date.

OUTLINE OF THE SCHEME

Centres participating in the scheme will be invited to submit suitable questions for inclusion in a joint questionnaire, which all candidates will use. Each candidate will be required to interview 10 people. Centres merge the data collected by their candidates and send it to the co-ordinating school. The data may be sent by disk or email. The co-ordinating school will then merge the data to form a large nation-wide database, which will be returned to participating centres. Though candidates will have been involved in a joint data collection exercise, any subsequent analysis and evaluation must be on an individual basis.

TIMING OF THE WORK

It is anticipated that all the data gathering and merging will be completed by July 2009, enabling centres to make a formal start to the coursework at any subsequent time. The coursework will be assessed for examination in summer 2010.

TRANSMISSION OF DATA

Full details on the form of data transmission will be sent out to participating centres. Support is available from the co-ordinating school and it is hoped that no centre will be prevented from participating because of technical difficulties.

SUPPORT PROVIDED

The scheme will be co-ordinated by the Principal Moderator, who will provide a student brief for the completion of the work and a guide to how the work should meet the assessment criteria.

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The scheme should prove attractive to GCSE students, and provides an opportunity for them to take part in a national data-gathering exercise. The availability of a large database gives scope for detailed analysis and evaluation for every candidate.

TO REGISTER FOR THE SCHEME

Centres entering candidates for OCR GCSE Business Studies A, B or Short Course are invited to register their interest in the scheme, using the form below, in order to receive further information, materials etc. If you have any queries about the scheme, please contact the OCR Customer Contact Centre at General.Qualifications@ocr.org.uk.

For more information about T-mobile, visit their web site at www.t-mobile.co.uk.

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GCSE BUSINESS STUDIES SUPPORTED COURSEWORK SCHEME – 2009 - 2010
FAO: Business Administration Team, OCR Coventry Office

Centre Name -----

Centre Number -----

Address -----

Contact Name -----

Telephone -----

Email -----

To receive further information about the GCSE Business Studies Supported Coursework Scheme in association with T-mobile, please return this form to the Business Administration Team, OCR Coventry Office, Westwood Way, Coventry, CV4 8JQ.

Any enquiry about this notice should be referred to the OCR Customer Contact Centre, (01223 553998), OCR Coventry Office, Westwood Way, Coventry, CV4 8JQ.