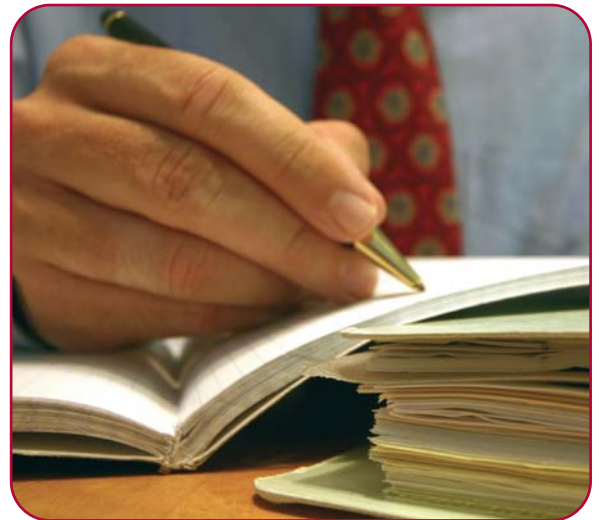




# AS/A Level Business Studies

(Available for teaching from September 2008)

**These specifications encourage candidates to develop a critical understanding of organisations, the context in which they operate, the markets they serve and the process of adding value through a problem solving approach to study.** The opportunity to pursue an area of particular interest exists within the overall framework.



## What are the benefits to me and my students of delivering this OCR specification?

- Easy transition from previous specifications
- Opportunity for focused study at A2 in a particular area of interest; marketing, accounting, people in organisations and production
- Simple, straightforward assessment, with no coursework
- Popular case-study approach to assessment is retained
- These specifications are excellent preparation for those students intending to pursue business studies at degree level, or for anyone considering any kind of commercial career.

## AS Level

Unit title	Description	Mandatory/Optional?
An introduction to business	Candidates gain an appreciation of the nature of business, learn how businesses can be classified, see what the objectives of business may be and consider other influences on business.	Mandatory
Business functions	Candidates gain an appreciation of different aspects of business including the marketing function, the role of accounting and finance, issues relating to people within organisations and the principles of operations management.	Mandatory

## A2 Level

Unit title	Description	Mandatory/Optional?
Marketing	Candidates will understand the principles of marketing focusing on the market, market segmentation, market research, marketing planning, models of marketing and the marketing mix.	Optional
Accounting	Candidates will understand the principles of business accounting with a particular focus on accounting perspective, concepts, sources of finance, budgets, costs and costing, final accounts and accounting for decisions.	Optional
People in organisations	Candidates will appreciate how people function within business organisations with the focus on communication, organising and controlling individual activity, relations between employers and employees, employee participation, methods of remuneration, training, appraisal and the criteria for measuring workforce performance.	Optional
Business production	Candidates will appreciate the key aspects of production, including management and the production process, the constraints on production, cost and costings of production, productive efficiency, and the role of technology and research and development.	Optional
Strategic management	Candidates will appreciate how business objectives and strategy are formulated and applied. Candidates will also appreciate issues relating to business analysis. A range of external influences will be considered as well as how organisations deal with change.	Mandatory (this unit must be taken together with one of the preceding optional units)

### How is this qualification assessed?

All units are assessed through a timetabled written examination.  
Examinations sittings are available every January and June.  
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#### Dates of first examinations

##### AS

First examination available from January 2009.

##### A2

First examination available from January 2010.

### What support will I receive?

#### Training

A series of events run annually to support teachers and to provide feedback on recent examinations.

#### Publishers

OCR will endorse resources published by Hodder to support this specification.

#### Resources

You can download all the following resources from the OCR website – [www.ocr.org.uk](http://www.ocr.org.uk).

- A scheme of work for each unit.
- Sample lesson plans for each unit.
- Specimen Assessment Materials for each unit.
- Documented commentary on likely candidate responses at both AS and A2 level.

For more information please contact the OCR Customer  
Contact Centre on **01223 553998**, or visit [www.ocr.org.uk](http://www.ocr.org.uk)