

teachers' handbook

Version 3 December 2010



GCSE

Business Studies

J253 – Full Course

This handbook is designed to accompany the OCR GCSE Business Studies specification for teaching from September 2009. This booklet contains the following support materials:

Subject specific guidance

Resource list

Publisher partner resources

Other forms of support.

OCR GCSE
BUSINESS
SUITE

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| Vertical black lines indicate a change to the previous printed version.

Introduction

OCR is offering new GCSEs for first teaching in September 2009.

We've taken this opportunity to improve the quality of our GCSEs for teachers and students alike.

We've made improvements in three key areas: updated and relevant content, a focus on developing students' personal, learning and thinking skills, and flexible assessment, so you can choose the best learning approach for the job.

We want to make the introduction of these new GCSEs as easy for you to manage as possible.

The main changes are:

- controlled assessment will be introduced for most subjects
- the opportunity will be taken to bring course content up to date
- examinations should provide opportunity for extended writing and more varied question types
- all GCSEs will meet the requirements of the Disability Discrimination Act.

Our approach is to provide consistency across all our GCSEs by offering the flexibility that unitised qualifications bring, allowing teaching and assessment to be either a linear or unitised fashion.

OCR offers a range of support materials, developed following extensive research and consultation with teachers. We've designed them to save you time when preparing for the new specification and to support you while teaching them.

It is important to make the point that this Teacher Handbook plays a secondary role to the specifications themselves. The GCSE Business Studies specification is the document on which assessment is based: it specifies what content and skills need to be covered. At all times therefore, the Teacher Handbook should be read in conjunction with the Specification. If clarification on a particular point is sought, then that clarification must be found in the Specification itself.

Subject specific guidance

Guidance is given under the headings of the three units that constitute the J253 specification. Candidates need to be able to use the main forms of business data as they are commonly used in relation to each of the units. The main forms of data include: text, diagrams, graphs, charts and tables. Candidates need to be able to make use of statistical data in the form of value and volume figures, percentage figures and changes in these.

Unit A291: Marketing and Enterprise

3.1.1 Marketing

Market research and data collection

Candidates will need to be able to show awareness and understanding of the differences between primary research methods such as questionnaires; interviews; consumer panels; testing; observing and secondary research methods such as newspapers; Census, Internet; internal data; data published by other businesses.

Candidates will be required to collect and analyse their own primary and secondary data as well as to evaluate the use of different research methods in given marketing circumstances.

The main types and usefulness of data gathering and/or sampling methods such as random and quota will need to be understood.

Candidates will need to understand the use of socio-economic groups in identifying a particular market segment as well as other methods of market segmentation such as age; gender; price; income; region. Explanation of the reasons for segmentation such as targeting markets and increasing sales/profile of business will also be required.

The main features of SWOT analysis need to be understood, together with an evaluation of the usefulness of the SWOT analysis in given circumstances.

Candidates will need to be able to distinguish between types of market- such as mass, niche, test- explaining their relevance for different products, services and businesses.

The marketing mix

Candidates will need to analyse and discuss the main elements of the marketing mix such as price; product; place; promotion.

Candidates will also need to consider a range of pricing strategies such as competitor; cost plus; penetration; skimming; differential; promotional; psychological and evaluate how and why they may be used in different business circumstances.

The product mix and use of branding when marketing a product should be understood along with the stages of the product life cycle and how the cycle is used to identify particular marketing needs at different stages of the life of a product, including, for example, extension strategies.

Candidates need to understand the advantages and disadvantages of different methods of distribution (place), including e-commerce, and explain how they relate to different products and services; how direct selling is used in distribution.

The use of a range of sales promotion methods such as price reductions; loss leaders; added value; gifts; competitions; free samples; point of sale and how they may be applied to given situations should be understood. The role of public relations activity and use of sponsorship in a marketing context and the importance of advertising and choice of different media such as television; radio; newspapers; magazines; billboards; the Internet and transport should be understood and whether and how they are appropriate for certain products and services. The role of the Advertising Standards Authority in business advertising needs to be understood.

Candidates should understand the importance of customer service in a marketing context and the methods a business might use to give good service such as helpful advice at the point of sale or phone/Internet support; free delivery of goods; extended guarantees; taking back unsuitable items and offering a price match guarantee.

Candidates will need to be able to devise and/or evaluate a marketing strategy, incorporating different elements of the marketing mix, for given situations.

Candidates will need to be able to discuss how elements of the marketing mix may change over time as the marketing of a product or service develops, or how the circumstances affecting a business may change.

Marketing in the wider business environment

The use and effect of e-commerce on the marketing of goods and services must be understood and demonstrated. Candidates will also need to evaluate the impact and appropriateness of e-commerce to different businesses, recognising that certain types of business activity are more suited to e-commerce than others.

Candidates will need to be able to demonstrate understanding of the role of franchising in a marketing context and evaluate how franchising is used as an element within the marketing mix, such as the use of an established product or service; pricing strategy; the promotional activity provided; the method of operation and distribution; the appropriateness of products or services for franchising. (Note: There is no requirement to discuss the benefits of operating a business as a franchise as, for example, a sole proprietor or limited company.)

The importance of customer service in a changing business environment will need to be analysed and discussed. The advantages and disadvantages of different customer service provision should be understood and demonstrated. Candidates will need to explain the importance of customer service in marketing a business in order to attract new customers, as well as retaining the existing customer base.

Candidates will need to analyse and discuss the role of ethical issues in a marketing context. The relationship between the marketing mix and ethical behaviour will need to be considered in terms of how the making of the product; the price to paid to suppliers and that charged to consumers; point of sale; and methods of promotion are all used to enhance the marketing of products and services. This should be demonstrated through the use of examples of businesses which use an ethical marketing approach.

3.1.2 Enterprise

Enterprise and the entrepreneur

Candidates will need to understand the skills and characteristics such as risk taking; persuasion; the ability to work with and motivate others; judgement; determination; confidence; identification of opportunities which may be regarded as necessary for enterprise to succeed.

The role of the entrepreneur in identifying opportunities; establishing a business or assisting in the start up of a new business needs to be analysed and discussed through consideration of the ways in which an entrepreneur acts as the main risk taker in business.

Candidates must be able to analyse and discuss, by giving examples, the rewards associated with risk taking. These should not be confined to financial rewards but also include such things as self-satisfaction; being independent; the ability to change consumer habits. The nature of taking risks when starting a business, including possible failure, and the challenge to the entrepreneur, both personal and financial, will also need to be analysed and evaluated.

Candidates will need to demonstrate knowledge and understanding of the types of assistance (such as monetary, advice, skill development) available from government and other organisations, such as the Prince's Trust, which support enterprise. (Note: centres should be aware of the changing nature of enterprise support for business and ensure that candidates are given relevant and current examples.)

The reasons for success and failure of new business ventures should be understood. These will include factors which are in the control of the entrepreneur such as business planning, and external factors over which the entrepreneur has no control such as changes in the law.

The business plan

Candidates will need to understand and demonstrate why a business should plan for success, and how planning can help avoid possible business failure by identifying areas within the business which need further attention or development.

Candidates must be able to outline and explain the importance of the constituent parts of a simple business plan such as the business idea; the personnel involved; market research results; marketing proposals; method of production; finance. (Note: The consideration of finance will only require identification that capital is needed to establish the business and that it must come from somewhere.)

The connection between the development of a marketing strategy and the business plan will need to be understood by candidates. Candidates will need to understand how the elements of the marketing mix, which make up a marketing strategy, are linked to a business plan. For example, a business will have to decide on a method of distribution and which pricing strategy to use, and how to incorporate these and other elements into a business plan.

Candidates will need to be able to evaluate how a new business venture is likely to benefit from a business plan. The importance of elements such as well-targeted market research, covering all aspects of the marketing mix, should be evaluated in order to establish whether there is sufficient demand to make the new business venture a success.

Unit A292: Business and People

3.2.1 The structure of business activity

The need for business activity

Analyse and discuss the development of business activity in terms of the matching of consumer needs with consumer wants in a changing competitive environment, eg. providing goods/services and employment.

Identify the main stakeholders in different types of business activity, together with a recognition of the way in which each stakeholder group has an interest in that particular business activity. Candidates will need to discuss stakeholder groups such as owners; managers/workers; suppliers; customers; the community; pressure groups and government.

Identify and discuss the differing objectives of business and stakeholders which are appropriate to particular types of business activity; how businesses respond and adapt to these differing objectives, which may be in conflict; the way in which objectives may need to change over time as a result of changing business stakeholder and consumer needs. Candidates will need to discuss objectives such as profit, survival, growth (as measured by, for example, output and sales or market share) and providing a service.

Candidates will need to be aware of the existence of social enterprise activities and voluntary/not for profit organisations and how the objectives which they pursue may be different to those followed by profit making organisations.

Explain, with relevant examples, the classification of business activity into primary, secondary and tertiary sectors.

Candidates will need to be able to show an understanding of the changing nature and importance of each of the three sectors of business activity within the UK and explain why these changes have taken place.

Candidates will need to be able to show an understanding of how businesses in the same and in different sectors of the economy may depend on each other, and how this might influence business activity.

Business ownership, trading organisations, growth and location

The main types of business ownership - sole proprietors; partnerships; private and public limited companies; public corporations - including the features and differences in structure such as unlimited and limited liability; ownership; control and management; legal structure; sources of finance; taxation; continuity; bankruptcy; insolvency; incorporation. (Note: Detailed knowledge of the legal procedures followed in setting up and running a business will not be required.)

The relative benefits and limitations of each type of business ownership such as the ease of setting up the business; availability of capital; change of control; allocation of profit; protection of owners' personal assets; legal identity; management; availability of financial information.

The main features, relative benefits and limitations of multinational companies; charities; cooperatives and other not for profit organisations. Candidates will need to consider why these forms of business exist and the way in which they integrate into the wider business community.

The different types of integration – horizontal; vertical; lateral; diversification- including the difference between merger and takeover- as possible means of achieving growth. Candidates will also need to be aware of the reasons why businesses might seek to integrate with one another.

Factors which influence the location of business activity within a local, national and international context such as access to labour and markets; availability of land and other resources; suitability of infrastructure; availability of grants; (re)training opportunities. Candidates will need to be aware that many businesses are becoming 'footloose' in relation to location. Candidates will also need to be able to consider various locational factors and make recommendations for the suitable location of a business.

3.2.2 The workforce in business

Employment and retention

The process of recruitment and selection (both internal and external) including the use of job descriptions and person specifications; appropriate methods of advertising vacancies and the sources of information which can be used to shortlist and make final selections for appointment such as CVs; letters of application; application forms; interviews; tests; group activities;

presentations. Candidates should be aware of the role of recruitment agencies in both recruitment and selection processes.

The training of workers, the different reasons why workers need training and the advantages and disadvantages of different on- and off-the-job methods which can be used. Candidates will need to have an understanding of the importance of staff appraisal and of life-long learning.

Candidates will need to understand monetary methods of motivation, including time and overtime rates; salaries; piece rates; commission; bonuses; profit sharing; fringe benefits. Candidates will need to be able to perform appropriate calculations related to methods of payment. Candidates will need to understand the reasons, such as productivity and quality, why motivation is important to both the employer and the employee.

Non-monetary methods of motivation including job rotation; job enlargement and job enrichment; team working; award schemes; fringe benefits; promotion; leadership styles; creating an appropriate working environment. (Note: Candidates will not be tested on their knowledge of any specific theory of motivation. However, they will need to know when different monetary and non-monetary methods of motivation are appropriate.)

Candidates will need to discuss, briefly, the legal requirements imposed on businesses by legislation such as employment laws including minimum pay legislation and employment rights; disability, gender, age and race discrimination laws; health and safety; working time and redundancy. (Note: Questions will assess the intent of the law rather than the detail, including the title.)

The role of trade unions including their work as pressure groups and the benefits they may bring to members. Candidates will need to discuss different forms of industrial action and the costs and benefits of action to both workers and their employers. They will need to discuss how disputes reach settlement, including the role of ACAS. Candidates will need to be able to discuss single union agreements.

Organisation and communication

The organisation of businesses, including informal and formal structures. Candidates will need to be able to analyse organisation charts using appropriate terminology, for example, delegation, span of control; chain of command; hierarchy; formal/informal; tall/flat and delayering. They will need to know the main functional areas of businesses and to discuss what they contribute to a business.

Candidates will need to discuss how and why organisations, and their internal structures, change over time to meet changing business needs. They will need to identify the primary cause of business change such as internal growth; integration with other businesses; changes to the products and services made available; changes to the way in which those products and services reach the consumer.

Discuss changing patterns of work including developments related to part-time and flexible working hours; seasonal work; the increase in working from home, job sharing. Candidates will need to discuss why these changes have taken place and their significance for both workers and businesses.

Discuss the methods; importance and effectiveness of internal and external communications in business; formal and informal; verbal and non verbal; barriers to effective communication and the impact on business to business communications and communications with customers.

Candidates need to be aware of the increased importance of ICT and its impact on business to business communications and communications with customers.

Candidates will need to discuss the impact of developments in ICT on work practices. This will involve changes to the hours people work; where and when they do that work, including work from home, and whilst mobile.

Unit A293: Production, Finance and the External Business Environment

3.3.1 Using and managing resources to produce goods and services

Types of production methods

Explain the meaning of the different methods of production (job, batch, process and flow) which are used. Candidates will be required to discuss examples, to provide reasons for their use and explain the advantages/disadvantages and appropriateness of each method of production and how they impact on productivity. They will need to demonstrate when it would be relevant to change the type of production method used.

Candidates will need to be able to explain the term 'value added' and discuss how important this is in a dynamic, competitive business environment; particularly with regard to the increase in competition in the global economy, and particularly UK businesses.

Management and control of production

Candidates should be able to discuss a range of ways of increasing efficiency including:

the 'division of labour' and 'specialisation' as they relate to different types of production methods and to workers. Candidates will need to be able to provide examples of the division of labour and specialisation and assess the advantages and disadvantages of these in context and, in particular, how they impact on productivity.

discussion of how technology can affect the production of goods, services and quality control and how these may increase the efficiency of a business and how this, in turn, may impact on competitiveness in the market through, for example, output; productivity and costs; finance; quality; how products are sold (place/point of sale); employment and redundancy issues. Candidates will also need to discuss changes experienced by employees in terms of the levels and types of employment; skills and working practices, including the hours of work and where workers work.

Candidates will be required to compare minimum stock re-order quantity and Just in Time stock control techniques and discuss the advantages and disadvantages of each.

Candidates will need to be able to explain the meaning and benefits of quality control in terms of the efficient running of the business; for example, reducing costs, improving reliability and reputation and how these may affect the competitiveness of a business. They will need to discuss approaches to quality control such as business wide Total Quality Management and specialist Quality Control departments and when these approaches may be appropriate.

Production costs

Definitions, with examples of fixed, variable, average and total costs will be required.

Candidates will need to be able to identify and classify costs relevant to particular businesses as well as carrying out simple calculations involving costs and output, including calculations of average costs, total fixed and variable costs, and total costs.

Candidates will need to define and calculate economies of scale.

An understanding and explanation of how economies of scale are achieved and the benefits to be gained from them in terms of costs and competitive advantage will be required. Candidates will need to be able to discuss a range of different types of economies of scale – technical; managerial; financial; risk bearing; purchasing; marketing. They will need to know the factors which determine the scale of production that a business chooses to use including, for example, the size of the market; the methods of production and the type of product/service.

An understanding of diseconomies of scale is required together with how and why they may arise.

Candidates need to understand and explain the impact which changes in external costs might have on a business and the way in which the business responds to these changes, including changes to pricing; level of output; type of product/service; method of production.

Calculation of the break-even level of output/revenue by graphical, tabular and formulaic methods will be required. Candidates will need to be able to identify profit and loss at different levels of output and discuss how and why costs change with output.

Candidates need to be able to understand the use, benefits and limitations of break-even analysis. The benefit is that it assists business planning including output; pricing; costs and accessing finance. Limitations include that the figures are forecasts; it assumes all output is sold; the costs of production may change; the price at which the product can be sold may change.

3.3.2 Financial information and decision making

Sources of finance

Candidates must be able to recognise why businesses need sufficient financial resources to operate together with the purpose(s) for the use of finance, for example: start up; expansion including internal growth or expansion by take-over; replacing old machinery/updating technology; moving to new premises; dealing with cash flow issues such as financing the purchase of stock or a cash flow shortfall; funding research and development.

Candidates need to show an understanding of internal and external finance, eg. retained profit; cash in bank; sale of assets; owner's investment; overdraft; trade credit; bank loan; lease; hire purchase; grants; mortgage; taking a new partner; share issue.

Candidates will need to be able to discuss the major considerations which influence the types of finance to use including; for example, the cost of the finance; the purpose of the finance; the length of time for which the finance is required; the degree of risk involved in financing the project and the appropriateness of the source of finance to a particular form of business.

Financial forecasting and analysis

Candidates will need to be able to recognise the elements which make up a 'typical' cash flow forecast. Candidates will need to be able to construct a cash flow forecast and be able to interpret the data contained in a cash flow forecast, explaining whether additional finance or a change in the business strategy is required.

Candidates will need to discuss a range of methods of dealing with forecast cash flow problems, including extending trade credit; the use of an overdraft facility; changing suppliers; reducing costs; increasing sales and changing the business strategy.

Candidates should understand the limitations of cash flow forecasting such as forecast figures being different to actual; long term forecasts are likely to be less accurate than short term forecasts; lack of control over some of the figures in the forecast; the possibility of changes to the price which can be charged; the demand for the product which can affect revenue; changes in fixed and variable costs which can affect the total costs of production. Also, the benefits of cash flow forecasting should be understood including business planning; target setting; and identifying the need for future finance. Candidates will need to explain how the external economic environment can influence the revenues and costs of a business, which may have a positive or negative effect on cash flow.

Candidates must be able to explain that profit is a reward for enterprise and risk, and how it is paid to the owner(s) of the business. They will also need to understand and explain why not all businesses are profitable and the likely impact on the business of remaining unprofitable for a period of time. They will need to assess the significance of changes in profits over time and comparisons of profits with other businesses. They will need to discuss why some businesses do not pursue the objective of profit.

Profit as a source of finance to be used for the development of the business and as an indicator of the measure of success of the business will need to be considered.

Definition and calculation of revenue will be required. Candidates will also need to be able to provide a basic explanation of the impact which a change in price can have on revenue.

Candidates will need to understand the differences between cost of sales and business expenses.

Definition and calculation of gross and net profit and profit margins will be required. (Note: Candidates will not need to know the construction of profit and loss accounts.)

Candidates will need to interpret and make use of revenue, cost and profit data to identify business problems/successes and recommend appropriate strategies to resolve problems.

3.3.3 External influences on business activity

The competitive environment

Candidates will need to show an understanding of the meaning and main features of competition and monopoly markets and the possible benefits and problems they may bring to customers in terms of choice and product ranges; costs and prices; quality; the willingness to innovate.

Candidates need to be able to discuss the strategies which a business can use to change its competitive environment, including the introduction of new products; price cutting; promotional activities; changing where and how the product is sold; merging with or taking over other business(es); creating barriers such as patents and colluding with competitors.

Candidates need to demonstrate knowledge and understanding of why governments may encourage competition. Issues include reducing prices; increasing choice; efficiency and service levels.

Environmental influences and business ethics.

Candidates need to show an understanding of the environment as a resource from which stakeholders benefit, for example; a source of materials; a place for disposing of waste; a resource which gives consumers direct benefit (enjoyment).

Explain measures which businesses and consumers can take to reduce the environmental impact of their activities, including measures to increase the sustainability of resources such as recycling; reducing packaging; using renewable resources such as wind turbines for generating electricity;

reducing the use of non-renewable resources such as fossil fuels, and developing alternative technologies such as the use of bio-fuels.

Candidates should be able to identify the social costs and benefits which result from business and consumer activity and the stakeholder(s) who may be affected by them. Social costs may include, for example: the effects on global warming; pollution; congestion; resource depletion; degradation and competition for existing businesses. Social benefits may include improvements to the appearance of the environment; employment/economic regeneration: and the greater sustainability of resources.

Candidates need to be able to discuss the environmental issues identified above and whether businesses have a responsibility towards the environment. They need to discuss opportunities which have arisen for business resulting from the environmental concerns of consumers: for example, developing new products, using alternative sources of energy such as solar panels, wind power and biodiesel: reducing packaging: and insulating property.

Candidates should be able to discuss with examples, how businesses can make resource use more sustainable by, for example, recycling; using renewable resources: and reducing the amount of resources used.

Discuss the meaning of ethics in relation to business and examples of ethical business practices for example: Fair Trade principles: unethical business practices, for example, the use of child labour; poor health and safety conditions; low wages; long hours; collusion; selling inhumane military equipment and selling it to countries with poor human rights records. Explain how customers can influence business practices through their spending decisions. Assess how ethical and unethical business practices may affect a business, including, for example, the impact on reputation; sales and recruitment.

Government and the UK economy

Candidates should be able to discuss how changes in government spending may directly influence the demand for goods and services through government contracts and indirectly through the effects on consumer incomes and employment and the general level of demand. They need to discuss how government spending may affect the competitiveness of business; for example, through grants; education and training; infrastructure improvements. Candidates should be able to discuss how changes in income tax may affect consumer incomes and, therefore, the demand for goods and services, and how changes in VAT may affect prices and demand. Candidates should know that these changes in government spending and taxation are made by the national government.

Candidates should be able to describe and discuss how the demand for goods and services which businesses provide may be affected by changes in the level of the rate of interest (through the effects on borrowing, saving and the spending of consumers who already have loans). They should also be able to discuss the effects of changes in the level of the rate of interest on business costs. Candidates should know that changes in the interest rate are influenced by the Bank of England.

Candidates should be able to discuss how the level and type of demand may be affected by changes in consumer incomes.

Candidates should be able to discuss how changes in the level of employment will influence the demand for goods and services and the level of wages businesses must pay and the effects of this on costs and competitiveness.

Candidates should be able to discuss how population changes such as the size of the population; immigration and the ageing population affect businesses through, for example, the effects on the total demand for goods in the economy, as well as the types of goods and services needed; the size and skills of the workforce; and labour costs.

Globalisation and UK business

Candidates should be able to understand the main developments in globalisation in recent years in terms of producing abroad; inward and outward investment; outsourcing production; multi-national companies; branding; international trade and the international movement of labour. Candidates should understand that globalisation has brought both benefits and problems to stakeholders in developed and developing countries.

Candidates should understand that businesses trade with other businesses in Europe (mainly the EU countries) and other developed countries such as the USA and Japan and that trade with developing countries such as, Brazil, Russia, India and China is increasing. Explain why trade with these countries has developed for example cultural and historical ties; cost issues; rising demand; the size of the market; the pool of potential workers and trade arrangements. Candidates should understand how the EU has helped develop trade with the UK through free trade (no tariffs or quotas), the free movement of goods; people and services; possibility of grants; subsidies and common standards. Candidates should understand that UK membership of the EU may cause possible problems for UK businesses, including increased competition, the protection of worker's rights through the Social Charter and additional environmental standards.

Candidates should be able to understand how UK businesses may compete against foreign competition, including strategies such as the use of technology; outsourcing work; increasing value-added; reducing costs; producing the right goods; effective marketing and efficient delivery.

Candidates should be able to calculate exchange rates and demonstrate the effect of fluctuations in exchange rates on exports and imports and the competitiveness of UK businesses. They should also be able to state and explain strategies which UK businesses can employ in response to exchange rate changes in terms of prices and costs.

Resources

General

OCR Business Studies for GCSE; Second Edition: Peter Kennerdell, Alan Williams, Mike Schofield
ISBN 978 0340 98349 2 (available February 2009) Published by Hodder Education

Dynamic learning network edition CD-ROM to accompany the above textbook
ISBN 978 0340 98348 5 (available May 2009) Published by Hodder Education

Business pages within national and local newspapers.

News and current affairs programmes on TV.

www.bbc.co.uk	The BBC – current affairs
www.telegraph.co.uk	Daily Telegraph – current affairs
www.timesonline	The Times – current affairs
www.bized.ac.uk	General business information
www.ebea.org.uk	Economics and Business Education Association
www.ftse.com	Stock Market information
www.direct.gov.uk	Government information service
www.statistics.gov.uk/default.asp	Office for National Statistics
www.thetimes100.co.uk	Business Studies case studies
www.businesslink.gov.uk	Support and information for businesses
www.companieshouse.co.uk	Information about all UK limited companies
www.tellyads.com	Television adverts
www.bestadsontv.com	Television adverts

Unit A292

The 'general' resources plus:

Information and data from local business parks and shopping centres;

Local business directories;

Charity websites;

Local council;

NHS Trusts.

Other forms of Support

In order to help you implement the new GCSE Business Studies Specification effectively, OCR offers a comprehensive package of support. This includes:

Published Resources

OCR offers centres a wealth of quality published support with a fantastic choice of 'Official Publisher Partner' and 'Approved Publication' resources, all endorsed by OCR for use with OCR specifications.

Publisher partners

OCR works in close collaboration with three Publisher Partners; Hodder Education, Heinemann and Oxford University Press (OUP) to ensure centres have access to:

- Better published support, available when you need it, tailored to OCR specifications
- Quality resources produced in consultation with OCR subject teams, which are linked to OCR's teacher support materials
- More resources for specifications with lower candidate entries
- Materials that are subject to a thorough quality assurance process to achieve endorsement

Hodder Education is the publisher partner for OCR GCSE Business Studies.



Hodder Education has produced the following resources for OCR GCSE Business Studies for first teaching in September 2009.

OCR Business Studies for GCSE Student's Book Second Edition
Peter Kennerdell, Alan Williams and Mike Schofield
ISBN: 978 0340 98349 2
Published: 27/03/2009

OCR Business Studies for GCSE Dynamic Learning Network Edition CD-ROM
Peter Kennerdell, Alan Williams and Mike Schofield
ISBN: 978 0340 98348 5
Published: 25/09/2009

Approved publications

OCR still endorses other publisher materials, which undergo a thorough quality assurance process to achieve endorsement. By offering a choice of endorsed materials, centres can be assured of quality support for all OCR qualifications.



Endorsement

OCR endorses a range of publisher materials to provide quality support for centres delivering its qualifications. You can be confident that materials branded with OCR's "Official Publishing Partner" or "Approved publication" logos have undergone a thorough quality assurance process to achieve endorsement. All responsibility for the content of the publisher's materials rests with the publisher.

These endorsements do not mean that the materials are the only suitable resources available or necessary to achieve an OCR qualification. Any resource lists which are produced by OCR shall include a range of appropriate texts.

OCR Training

A full range of training events provide valuable support, for the delivery and assessment of OCR qualifications:

Get Ready...

An overview of new OCR specifications

Get Started...

For teachers preparing to deliver or already delivering OCR specifications

Get Ahead...

For teachers wanting to improve delivery and assessment of a current OCR specification

Lead the way...

To encourage creativity and innovation

View up-to-date event details and make online bookings at www.ocreventbooker.org.uk or view our new training e-books at www.ocr.org.uk/training. If you are unable to find what you are looking for contact us by e-mail training@ocr.org.uk or telephone 02476 496398.

e-Communities

Over 70 e-Communities offer you a fast, dynamic communication channel to make contact with other subject specialists. Our online mailing list covers a wide range of subjects and enables you to share knowledge and views via email.

Visit <https://community.ocr.org.uk>, choose your community and join the discussion!

Interchange

OCR Interchange has been developed to help you to carry out day to day administration functions online, quickly and easily. The site allows you to register and enter candidates online. In addition, you can gain immediate free access to candidate information at your convenience. Sign up at <https://interchange.ocr.org.uk>

Controlled Assessment Consultancy

OCR operates a free controlled assessment consultancy service to assist centres with assessment of controlled assessment to help teachers.

Please email general.qualifications@ocr.org.uk for further details.

www.ocr.org.uk

OCR customer contact centre

General qualifications

Telephone 01223 553998

Facsimile 01223 552627

Email general.qualifications@ocr.org.uk

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