

AS AND A LEVEL *BUSINESS*

Helping you make the most of the new approach –
a brief guide to our exciting new specifications
for first teaching in September 2015



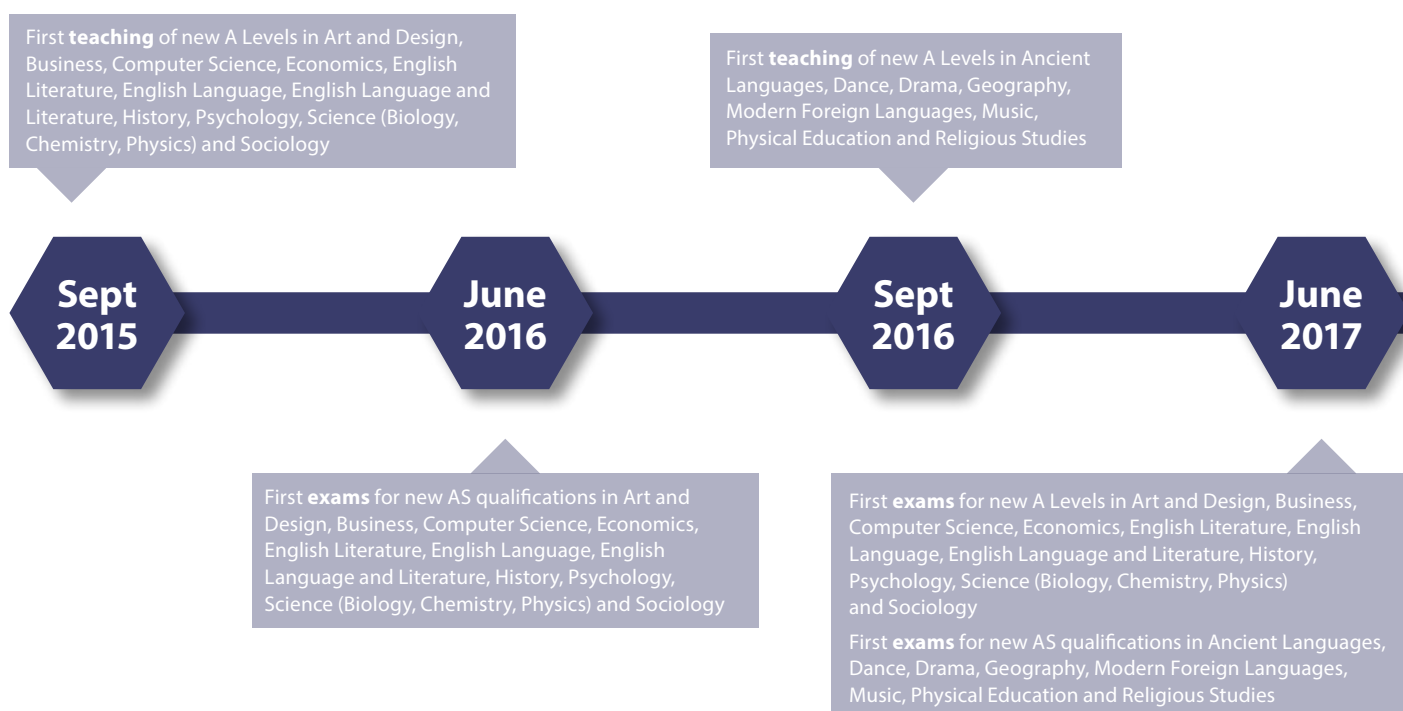
ocr.org.uk/alevelbusiness

WHAT REFORM MEANS FOR YOU

In February 2013 the former Secretary of State for Education, Michael Gove, asked Ofqual to implement changes leading to new A Levels. The Government has stated that the purpose of taking A Levels is primarily for entry to university and that some changes are needed so students are better prepared to start their university course.

OCR's new qualifications for first teaching from September 2015 have been redeveloped to engage and enthuse you and your students, and we've worked hard to create high-quality resources to support the teaching of them. Following our accreditation by Ofqual, this summary brochure introduces you to the new qualifications and shows you how we can help make the transition easier.

A LEVEL TIMELINE



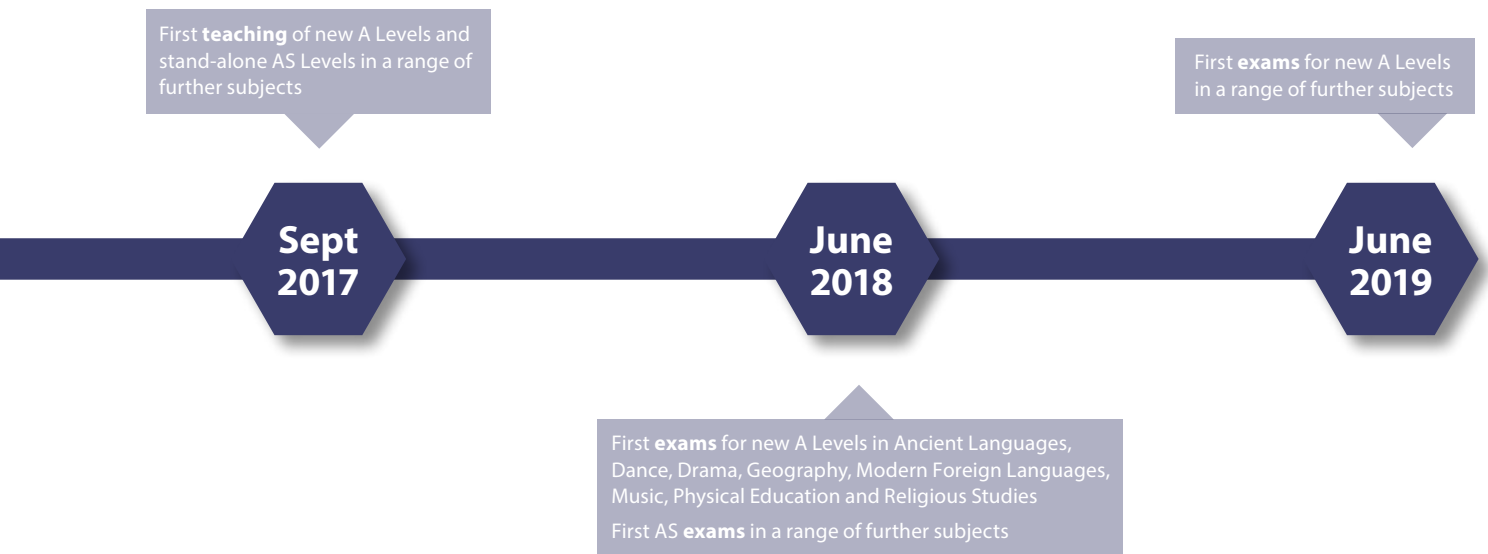
CHANGES TO ASSESSMENT

A Levels from 2015 – linear assessment

New A Levels will be fully linear so assessment of a student’s knowledge and understanding of the whole course takes place at the end of two years of study. (There’ll be no exams in January.) The first assessment of two-year courses that start in September 2015 will be in June 2017.

Proposed changes for AS Levels

The new AS Level qualifications, for first teaching in September 2015, won’t count towards the final grade of an A Level, but will be separate, standalone qualifications in their own right. The new AS qualifications will remain broadly at their current standard. In some subjects, it may be appropriate for the AS to be designed to be co-teachable with the first year of the A Level. The first assessment of the new AS Levels is planned for June 2016.



WHY CHOOSE OCR?

Choose OCR and you've got the reassurance that you're working with one of the UK's leading awarding bodies. Our new AS and A Level qualifications have been developed in consultation with teachers, employers and higher education to provide students with qualifications that are relevant to them and meet their needs.

We're part of the Cambridge Assessment Group, Europe's largest assessment agency and a department of the University of Cambridge. Cambridge Assessment plays a leading role in developing and delivering assessments throughout the world, operating in over 150 countries.

We work with a range of education providers, including schools, colleges, workplaces and other institutions in both the public and private sectors. Over 13,000 centres choose our A Levels, GCSEs, and vocational qualifications including Cambridge Nationals, Cambridge Technicals and Cambridge Progression.

We believe in developing specifications that help you bring the subject to life and inspire your students to achieve more. They're designed to be straightforward and accessible, so you can tailor the delivery of the course to suit your students' needs.

MEET THE BUSINESS TEAM

We have a dedicated team of people working on our Business qualifications, including:

Eddie Wilde

Head of Technical Subjects

Deborah Malpas

Subject Specialist, Business and Economics

Elisabeth Ring

Subject Specialist, Business and Economics

Find out more about our Business team at:

ocr.org.uk/businesssteam

Have any questions and want to talk to us? Want to find out more?

Our aim is to assist you however we can. As well as giving you a toolkit of support services and resources to choose from, we're also here to help you with specialist advice, guidance and support for those times when you simply need a more individual service. Here's how to reach our Customer Contact Centre:

By phone: **01223 553998**

By email: business@ocr.org.uk

INTRODUCING... AS AND A LEVEL IN BUSINESS (FROM SEPTEMBER 2015)

OUR VISION

We want OCR Business to captivate the imagination of students so that when they leave the classroom, they'll want to explore and read around the subject further. While serving as an introduction to the study of Business, the specifications will also provide opportunities for stretch and challenge, to extend students' understanding of the business world. With this in mind, the specifications will appeal to students across the ability range.

The classroom is where the majority of students will be introduced to the study of Business. It's within this environment that they will confront issues, tackle the challenges that these issues raise, and engage in debate and discussion with fellow students.

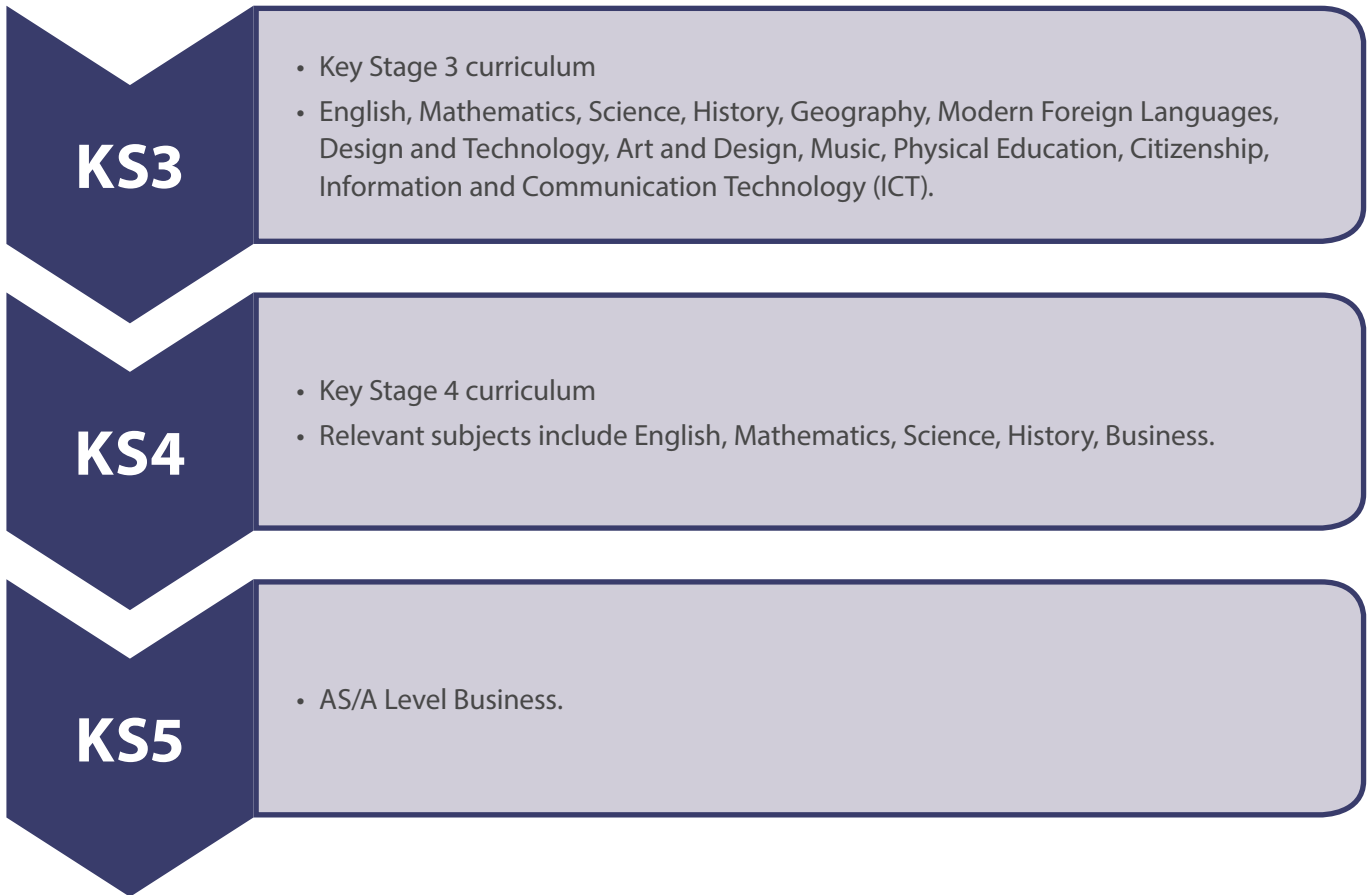
This exciting atmosphere will be supported by a complete, comprehensive and high-quality OCR Business teaching and learning resource, with materials for you to adapt and use to suit your class as appropriate. This package will respect your professionalism to construct the course of learning in your own way.

At the heart of OCR Business will be its relevance to the modern world; its topicality will engage students and facilitate an understanding of their role in society.

The stimulating specification content will encourage them to develop their skills as independent learners, critical thinkers and decision-makers – all personal assets that can make them stand out as they progress to higher education and/or the workplace.



PROGRESSION PATHWAYS



No prior study of Business is required for taking either the AS or A Level qualification, but a qualification in GCSE Business is available for those interested at Key Stage 4. Many other subjects supplement the study of Business, which prides itself on being cross-curricular. Other Social Sciences such as Sociology and Psychology engage the student to think about their personal circumstances and their role in society. History, Geography, Economics, Critical Thinking, Mathematics and the Sciences can be taught cohesively and also complement the study of Business. The study of any of these subjects can stand students in a good spot to progress to higher education and employment.

WHY CHOOSE OCR AS AND A LEVEL IN BUSINESS?

Central to both the AS and A Level qualifications will be developing the knowledge and understanding of the key aspects of business decision-making and the impacts these have on the business and its stakeholders.

Each course will look at different types of business ranging from small and medium enterprises to national and international organisations. The emphasis will be on what is important for businesses, what are the consequences of their actions and why these differ depending on size.

How will these qualifications be assessed?

- All components will be assessed entirely through written examinations that are externally marked
- All examinations will be mandatory and take place at the end of the course (one year for AS Level and two years for A Level), available every June.

Dates for first examination

- AS Level – first examinations available from June 2016
- A Level – first examinations available from June 2017.

Here are some of the key benefits of our new AS and A Level Business specifications for you and your students.

- To make the new specifications easy for you to start teaching straightaway, we've made sure that the content is broadly similar to the current specifications
- They draw on the strengths of the previous specifications by providing the ideal foundation for those students who wish to pursue further study in Business or related work. At the same time they offer complete courses for those who are simply interested in achieving a greater understanding of what they see in the news and the world around them
- There's simple, straightforward assessment with no coursework, and the assessment burden has been reduced. They are now just three, two-hour examinations at the end of the A Level course, with the AS course having two examinations of one and a half hours each
- Each component comprises synoptic assessment, so students will have a holistic learning experience.



AS AND A LEVEL IN BUSINESS AT A GLANCE

Here's an overview of the course and assessment for our AS and A Level in Business.

COURSE OVERVIEW

AS LEVEL

H031 – AS Level	
COURSE OVERVIEW	
Introduction to Business	Enterprise Business sectors Types of business
Business objectives and strategy	Different stakeholder and business objectives Business plan Risk and uncertainty Measures of Performance: financial and non-financial Decision-making
External influences	The market, market size and growth Demand and supply Competition Global context Political, economic, social, technological, ethical, legal, environmental factors
Accounting and finance within a business environment	Sources of finance Costs, revenue and profit Break-even analysis Investment appraisal Budgets and variances Cash-flow Working capital Income statements Statement of financial position Ratio analysis
Human resource management within a business environment	Organisation Recruitment & selection Training, appraisal, redundancy and dismissal Management, leadership & motivation Employer/employee relations
Marketing within a business environment	Identifying & anticipating customer needs The marketing mix
The production process	Methods of production Services Productive efficiency Productive quality (fit for purpose)

SPECIFICATION ASSESSMENT OVERVIEW

AS LEVEL

H031 – AS Level						
ASSESSMENT OVERVIEW						
Component			Marks	Duration	Weighting	AOs
Component 1	The local business environment		60	1.5 hrs	50%	Across the two components, AO1 and AO2 will comprise 30% each and AO3 and AO4 will comprise 20% each of the qualification
	Section A	Multiple choice	15			
	Section B	Case study – data response	45			
Component 2	The UK business environment		60	1.5 hrs	50%	
	Section A	Short answer	20			
	Section B	Case study – extended response	40			

COURSE OVERVIEW

A LEVEL

H431 – A Level	
COURSE OVERVIEW	
Introduction to Business	Enterprise Business sectors Types of business Franchises and franchisees Business functions Business size and growth
Business objectives and strategy	Different stakeholder and business objectives Corporate social responsibility Strategy and implementation Business plan Risk and uncertainty Opportunity cost Contingency planning and crisis management Measures of Performance: financial and non-financial Forecasting & decision-making Conflicts in business decision-making
External influences	The market, market size and growth Demand and supply Market forces Competition International trade Emerging markets and the global environment Political, economic, social, technological, ethical, legal, environmental factors The digital revolution
Change	Causes and effect of change Managing change
Accounting and finance within a business environment	Accounting and finance objectives Sources of finance Accounting concepts Costs, revenue and profit Break-even analysis Investment appraisal Budgets and variances Cash-flow Working capital Income statements Statement of financial position Ratio analysis External influences on accounting and finance The finance strategy

H431 – A Level (cont)

COURSE OVERVIEW

Human resource management within a business environment	Human resource management objectives Organisation Communication Workforce planning Recruitment & selection Training, appraisal, redundancy and dismissal Functions of management Leadership & motivation Employer/employee relations External influences on human resource management The human resources strategy
Marketing within a business environment	Marketing objectives Marketing resources Identifying & anticipating customer needs The product life cycle The marketing strategy The marketing mix Service marketing External influences on marketing The marketing strategy
Operations management within a business environment	Operations management objectives Added value The production process Productive efficiency Productive quality (fit for purpose) External influences on operations management The operations strategy

A LEVEL SPECIFICATION ASSESSMENT OVERVIEW

H431 – A Level

ASSESSMENT OVERVIEW

Component		Marks	Duration	Weighting	AOs	
Component 1	Operating in a local business environment	80	2 hrs	33.33%	Across the three components, each Assessment Objective (AO1, AO2, AO3 and AO4) will comprise 25% of the qualification	
	Section A	Multiple choice				15
	Section B	Case study – data response				65
Component 2	The UK business environment	80	2 hrs	33.33%		
	Section A	Short answer				20
	Section B	Case study – extended response				60
Component 3	The global business environment	80	2 hrs	33.33%		
	Case study – data response and extended response	80				

WHAT STAYS THE SAME, WHAT CHANGES?

CHANGES OVERVIEW			
	What stays the same?	What changes?	Why is it changing?
Structure	All components assessed through written examinations that are externally marked	Three mandatory components at A Level. Two mandatory components at AS Level. Optionality has been removed	To satisfy the new minimum assessment time rules for A Level qualifications, it was felt that two, three-hour examinations would prove inappropriate, particularly for students requiring additional time. Optional units have been removed to enable a more holistic learning experience
		The new A Level components are now more heavily weighted, at 33.33% each	So each component has an equal weighting for the qualification
Content	While there are more explicit, drilled-down exemplifications within each component, the actual content remains broadly similar	Content updated to bring the specification up to date with current developments	Being up to date is a vital part of business, and current data/information will continue to be used in our assessment material and teaching resources
Assessment	The style of the examination and rubric remain the same	All examinations taken at the end of the course	To satisfy the new linear structure of A Level qualifications
		Introduction of multiple choice	To help efforts to improve quality of marking, and to more broadly assess the specification content
	Mix of data response and extended response questions	Removal of a pre-release stimulus material	Components 2 and 3 of the A Level will have extended responses based on case study material that will be unseen. This approach will give teachers more freedom in teaching time, while encouraging the development of students' skills to react positively to unseen material. This more accurately reflects how students would encounter information in future study and in everyday life
		Available raw marks increased from 60 to 80 for each component	To allow for greater differentiation in the higher tariff questions, particularly the essays
	A new requirement for 10% (for A Level) and 10% (for AS) of available marks to explicitly require responses to include an element of quantitative skill	As agreed with the Department for Education in order to improve the quantitative literacy of students in preparation for higher education	

AS AND A LEVEL SPECIFICATION SPECIMEN ASSESSMENT MATERIALS

For sample assessment materials please see ocr.org.uk/alevelbusiness

SUPPORTING YOU ALL THE WAY

We recognise that the introduction of a new specification can bring challenges for implementation and teaching. Our aim is to help you at every stage and we're working hard to provide a practical package of support in close consultation with teachers and other experts so we can help you to make the changes. For a start, we'll provide a range of high-quality creative resources. Tailored to the needs of each subject, their focus is on supporting creative teaching approaches and progression for all students. We see our resources as a body of knowledge that will grow throughout the lifetime of the specifications. They are built on the best practice we've identified from our discussions with the teaching community.

We are also developing exciting new digital tools to help you explore and use our resources. The Scheme of Work Builder will allow you to construct personalised schemes of work and you'll be able to add in the specification content, our wide range of resources and teaching suggestions, and add your own content and materials.

Please visit our website at ocr.org.uk/reformresources for details of the new tools we are developing and to take a look at the types of resources on offer.

Along with subject-specific resources and tools, you'll also have access to a selection of generic resources that focus on skills development, professional guidance for teachers and results data analysis.

These include:

Skills Guides – we've produced a set of Skills Guides which aren't specific to a subject, but each covers a topic that could be relevant to a range of qualifications, for example communication, legislation and research. Download the guides at ocr.org.uk/skillsguides

Active Results – our free online A Level results analysis service helps you review the performance of individual students or your whole cohort. It provides access to detailed results data, enabling more comprehensive analysis of results to give you a more accurate measurement of the achievements of your centre. For more details, please refer to ocr.org.uk/activeresults

Publisher Partner Resources – we are working with a number of leading publishers who are publishing resources for the new AS and A Level specifications for 2015. We're working together to make sure that the resources embed the fundamental content of each specification, while delivering the breadth and depth needed to succeed at A Level and beyond. You can find more details about all our publisher partners and all the resources they're providing on our website at ocr.org.uk/publisherpartners

PRACTICE PAPER SERVICES

EXAMCREATOR

PAST PAPERS AT YOUR FINGERTIPS

Use our new online past papers service 'ExamCreator' to build, mark and assess tests from OCR exam questions. You can select questions for particular topics or units being studied or produce a complete mock GCSE or A Level exam. With its unique 'online' functionality to assign and mark tests, ExamCreator is able to provide feedback and generate test performance reports for individual learners and groups.

WITH EXAMCREATOR YOU CAN:

- Build your own tests using a mix of real exam questions
- Filter questions by topic, tier, unit, year, etc
- Access mark schemes and Examiner comments for each question in your test
- Print tests as PDF documents to be sat in exam conditions
- Assign tests online
- Create teaching groups, year groups or any other combination to make assignment easier
- Mark online tests on-screen and record the results
- Create reports for individual students or whole teaching groups.

IN SUMMARY... ExamCreator could help you create end-of-topic tests for Assessment for learning, make termly tests to assess retention of knowledge, set mock examinations or set homework. And remember, it has a built-in reporting system, so could help you track the progress of individual students or teaching groups.

To find out more about the costs and to register as a user, please see the details at ocr.org.uk/examcreator

MOCK EXAM SERVICE

Most A Level students, after 2015, will have significantly fewer chances to experience full examination conditions in preparation for their final exams, due to linearisation and assessment at the end of the course. You'll also have fewer opportunities to assess students' progress under formal examination conditions.

To help fill this gap, we plan to support our A Level qualifications with a mock examinations service from May 2016.

The standard service will feature:

- Question papers produced to the same standards as official A Level papers that will be available to download from a secure location
- Well-presented, easy-to-interpret mark schemes
- Examiner's commentary on points to look out for when marking
- Sample answers with Examiner's commentary.

FREE A LEVEL REFORM TRAINING EVENTS

AN INTRODUCTION TO THE NEW SPECIFICATIONS

We're running free training events throughout the next academic year to help you get to grips with the reformed qualifications for first teaching in September 2015.

PRACTICAL EVENTS, CREATED WITH YOU IN MIND

These carefully planned free events are designed to help smooth the path to the first teaching of reformed qualifications and provide you with an understanding of:

- The new specification content, structure and assessment
- The differences between the existing and new specifications
- The resources and support available for qualification.

They'll give you the opportunity to speak face to face with our team, and network and discuss teaching approaches with colleagues.

In 2015, we'll also be running a further series of free events to help you get ready for first teaching of the reformed qualifications. Watch out for details at cpdhub.ocr.org.uk

To receive more information about dates, and the wide range of locations as we release them, please register for A Level reform email updates at ocr.org.uk/updates



Download high-quality, exciting and innovative AS and A Level Business resources from ocr.org.uk/alevelbusiness

Free resources and support for our AS and A Level Business qualifications, developed through collaboration between our Business Subject Specialists, teachers and other subject experts, are available from our website. You can also contact our Business Subject Specialists for specialist advice, guidance and support, giving you individual service and assistance whenever you need it.

Meet the team at ocr.org.uk/businesssteam and contact them at:

01223 553998

business@ocr.org.uk

[@OCRexams](https://twitter.com/OCRexams)

To stay up to date with all the relevant news about our qualifications, register for email updates at

ocr.org.uk/updates

Business community

The social network is a free platform where teachers can engage with each other – and with us – to find and offer guidance, discover and share ideas, best practice and a range of Business support materials.

To sign up, go to social.ocr.org.uk

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