

## Switching to OCR from Pearson (Edexcel)

The content within the OCR Business specification covers the 'Big Ideas' of business and will be very familiar. We've laid it out in a logical progression to support co-teaching the AS level and teaching the A level in a linear way. If you are planning to co-teach the AS during year 1 then you may also wish to refer to our [specification mapping guide](#).

OCR Business	Pearson Business
<p><b>Introduction to Business</b></p> <ul style="list-style-type: none"> <li>• Enterprise</li> <li>• Business sectors</li> <li>• Types of business</li> <li>• Franchises and franchisees</li> <li>• Business functions</li> <li>• Business size and growth</li> <li>• External growth</li> </ul>	<p>1.5.1 Role of an entrepreneur</p> <p>1.5.2 Entrepreneurial motives and characteristics</p> <p>1.5.4 Forms of business</p> <p>1.5.6 Moving from entrepreneur to leader</p> <p>2.1.3 Liability (limitations of limited and unlimited liability only)</p> <p>3.2.1 Growth (except market share, brand recognition, economies and diseconomies of scale)</p> <p>4.2.4 Reasons for global mergers or joint ventures (joint ventures only)</p>
<p><b>Business objectives and strategy</b></p> <ul style="list-style-type: none"> <li>• Stakeholders and business objectives</li> <li>• Mission statements</li> <li>• Corporate social responsibility</li> <li>• Strategy and implementation</li> <li>• Business plan</li> <li>• Risk and uncertainty</li> <li>• Opportunity cost</li> <li>• Contingency plans and crisis management</li> <li>• Models of strategic choice</li> <li>• Measures of performance: financial and non-financial</li> </ul>	<p>1.5.3 Business objectives</p> <p>1.5.5 Business choices</p> <p>2.2.1 Sales forecasting</p> <p>2.3.3 Business failure</p> <p>3.1.1 Corporate objectives</p> <p>3.1.2 Theories of strategic choice (except Ansoff's Matrix)</p> <p>3.1.4 The impact of external influences (Porter's Five Forces only)</p> <p>3.2.4 Reasons for staying small</p> <p>3.3.1 Quantitative sales forecasting</p> <p>3.3.3 Decision trees</p> <p>3.4.1 Corporate influences</p> <p>3.4.3 Shareholders versus stakeholders</p>



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<ul style="list-style-type: none"> <li>• Forecasting</li> <li>• Decision making and conflicts in business decision making</li> <li>• Decision trees</li> <li>• Ansoff's matrix</li> </ul>	<p>3.4.4 Business ethics (Corporate Social Responsibility only)</p> <p>3.6.3 Scenario planning</p> <p>1.1.1 The market (risk and uncertainty only)</p>
<p><b>External influences &amp; change</b></p> <ul style="list-style-type: none"> <li>• The market, size and growth</li> <li>• Demand and supply</li> <li>• Market forces</li> <li>• Physical and non-physical markets</li> <li>• Competition</li> <li>• Market dominance</li> <li>• Global context</li> <li>• International trade and free trade</li> <li>• The EU</li> <li>• Emerging markets and the global environment</li> <li>• PEST factors</li> <li>• Digital revolution</li> <li>• Ethical, legal and environmental factors</li> <li>• External factors and influences</li> <li>• Causes, effect and managing change</li> </ul>	<p>1.2.1 Demand</p> <p>1.2.2 Supply</p> <p>1.2.3 Markets</p> <p>2.5.1 Economic influences</p> <p>2.5.2 Legislation</p> <p>2.5.3 The competitive environment</p> <p>3.1.4 The impact of external influences (PESTLE and the changing competitive environment only)</p> <p>3.2.2 Mergers and takeovers</p> <p>3.2.3 Organic growth</p> <p>3.4.4 Business ethics (except Corporate Social Responsibility)</p> <p>3.6.1 Causes and effects of change</p> <p>3.6.2 Key factors in change</p> <p>4.1.1 Growing economies</p> <p>4.1.2 International trade and business growth</p> <p>4.1.3 Factors contributing to increased globalisation</p> <p>4.1.4 Protectionism</p> <p>4.1.5 Trading blocs</p> <p>4.2.1 Conditions that prompt trade (push factors and pull factors only)</p> <p>4.2.3 Assessment of a country as a production location</p> <p>4.2.4 Reasons for global mergers or joint ventures (except joint ventures)</p> <p>4.2.5 Global competitiveness</p>



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	4.3.3 Cultural/social factors 4.4.1 The impact of MNCs 4.4.2 Ethics 4.4.3 Controlling MNCs
<b>Accounting &amp; finance</b> <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Sources of finance</li> <li>• Concepts</li> <li>• Costs, revenue and profit</li> <li>• Break-even analysis</li> <li>• Investment appraisal</li> <li>• Budgets and variances</li> <li>• Cash-flow</li> <li>• Working capital</li> <li>• Income statements</li> <li>• Statement of financial position</li> <li>• Ratio analysis</li> <li>• External influences and strategy</li> </ul>	2.1.1 Internal finance 2.1.2 External finance 2.1.3 Liability (finance appropriate for limited and unlimited liability businesses only) 2.1.4 Planning 2.2.2 Sales, revenue and costs 2.2.3 Break-even 2.2.4 Budgets 2.3.1 Profit 2.3.2 Liquidity 3.3.2 Investment appraisal 3.5.1 Interpretation of financial statements 3.5.2 Ratio analysis
<b>HRM, workforce &amp; management</b> <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Organisation</li> <li>• Communication</li> <li>• Workforce planning</li> <li>• Recruitment &amp; selection</li> <li>• Training</li> <li>• Appraisal and workforce performance</li> <li>• Redundancy and dismissal</li> <li>• Functions of management</li> <li>• Leadership</li> <li>• Motivation</li> <li>• Employer/employee relations</li> <li>• External influences and strategy</li> </ul>	1.4.1 Approaches to staffing 1.4.2 Recruitment, selection and training 1.4.3 Organisation design 1.4.4 Motivation theory and practice 1.4.5 Leadership 3.4.2 Corporate culture 3.5.3 Human resources



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<p><b>Marketing &amp; customer needs</b></p> <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Resources</li> <li>• Identifying customer needs</li> <li>• Anticipating consumer needs</li> <li>• Customers and consumers</li> <li>• The product life cycle</li> <li>• The marketing mix (product, price, place, promotion)</li> <li>• Service marketing</li> <li>• External influences and strategy</li> </ul>	<p>1.1.1 The market (except risk and uncertainty)</p> <p>1.1.2 Market research</p> <p>1.1.3 Market positioning (competitive advantage and product differentiation only)</p> <p>1.2.4 Price elasticity of demand</p> <p>1.2.5 Income elasticity of demand</p> <p>1.3.2 Branding and promotion</p> <p>1.3.3 Pricing strategies</p> <p>1.3.4 Distribution</p> <p>1.3.5 Marketing strategy</p> <p>3.1.2 Theories of strategic choice (Ansoff's Matrix only)</p> <p>3.1.3 SWOT analysis</p> <p>3.2.1 Growth (market share, brand recognition only)</p> <p>4.2.1 Conditions that prompt trade (extending the product life cycle only)</p> <p>4.3.1 Marketing</p> <p>4.3.2 Niche markets</p>
<p><b>Operations management and production</b></p> <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Added value</li> <li>• Innovation, research and development</li> <li>• Methods of production</li> <li>• Services</li> <li>• Project management</li> <li>• Productivity</li> <li>• Economies and diseconomies of scale</li> <li>• Capacity utilisation and management</li> <li>• Stock control</li> <li>• Lean production</li> </ul>	<p>2.4.1 Production, productivity and efficiency</p> <p>2.4.2 Capacity utilisation</p> <p>2.4.3 Stock control</p> <p>2.4.4 Quality management</p> <p>3.2.1 Growth (economies and diseconomies of scale only)</p> <p>3.3.4 Critical Path Analysis</p> <p>1.1.3 Market positioning (adding value only)</p> <p>4.2.1 Conditions that prompt trade (off-shoring and outsourcing only)</p>



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<ul style="list-style-type: none"> <li>• Technology</li> <li>• Internal and external quality standards</li> <li>• Services</li> <li>• Location and logistics</li> <li>• External influences and strategy</li> </ul>	
<p><b>Appendix 5d: Quantitative skills annex</b></p> <p>These are identical across all awarding organisations</p>	<p><b>6 Annex: quantitative skills in business</b></p> <p>These are identical across all awarding organisations</p>

*Note: The major topics are similar; however there are some differences between the content required for OCR and Pearson. For example, the OCR specification includes monopolies while Pearson includes product design mix. Leadership and motivation theories also vary. There are some differences in calculations and the accounting formula for OCR are all included in our [guide to the financial accounting area of study](#).*

