APPRENTICESHIP

APPRENTICESHIP

LEVEL 3 DIPLOMA IN BUSINESS ADMINISTRATION (QCF) 10384

RESOURCES LINK

OCTOBER 2016

OCR
Oxford Cambridge and RSA

WELCOME

Resources Link is an e-resource, provided by OCR, for teachers of OCR qualifications. It provides descriptions of, and links to, a variety of independent teaching and learning resources that you may find helpful.

In Resources Link you will find details of independent resources, many of which are free: where this is the case this has been indicated.

If you know of other resources you would like to see included here, or discover broken links, please let us know. We would also like to hear from you if have any feedback about your use of these, or other, OCR resources. Please contact us at resourcesfeedback@ocr.org.uk.

We leave it to you, as a professional educator, to decide if any of these resources are right for you and your learners, and how best to use them.
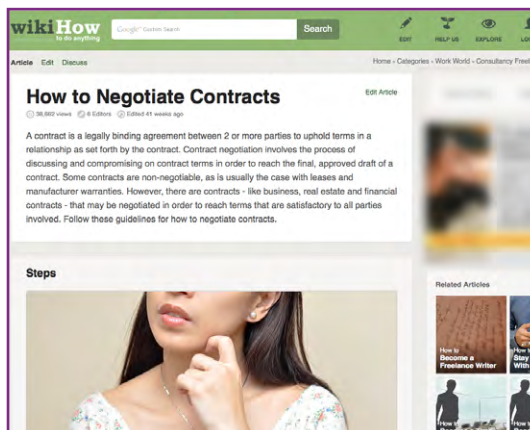
We'd like to know your view on the resources we produce. By clicking on the 'Like' or 'Dislike' button you can help us to ensure that our resources work for you. When the email template pops up please add additional comments if you wish and then just click 'Send'. Thank you.

OCR
Oxford Cambridge and RSA

5 steps of negotiating a contract

This site gives some basic tips on negotiating with pictures. An alternative site covering a similar 5 step approach is https://www.bayt.com/en/specialties/q/143057/what-are-the-5-stages-of-negotiation/

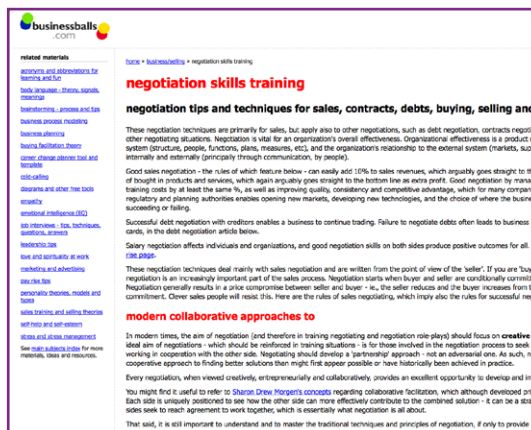|	
Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Web page
	http://www.wikihow.com/Negotiate-Contracts

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

Negotiation skills training

This site gives a plain speaking yet comprehensive guide to negotiation skills aimed at a range of contexts from sales to debt negotiation. It discusses different approaches namely the modern collaborative approach vs the traditional confrontational, winner-takes-all approach.

Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Web page
	http://www.businessballs.com/negotiation.htm

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

How to give a TED presentation

This is a five minute video clip where the presenter, Yael Zinkow, takes a humourous look at presentation skills. There are hundreds of TED talks on a range of 'ideas worth sharing' and the presenters are great role models for anyone hoping to improve their presentation skills.

Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	YouTube video clip
	http://www.youtube.com/watch?v=nkFBgRRiZ6s

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

The ultimate business presentation guide

The Ultimate
Business Presentation
Guide

— Deliver Your Message With Real Impact —

This guide gives a thoughtful and detailed guide to best practice in delivering presentations.

Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Webpage
	http://www.technologywriter.com/guides/bizpre06.pdf

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Types of business presentations

This webpage covers different types of presentations including informative and persuasive.

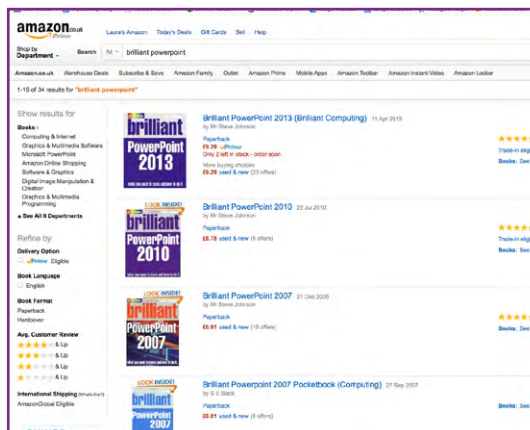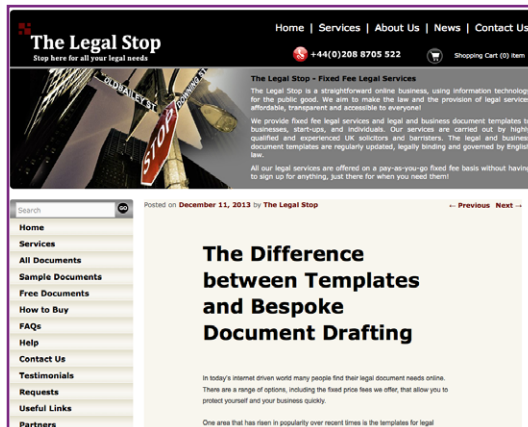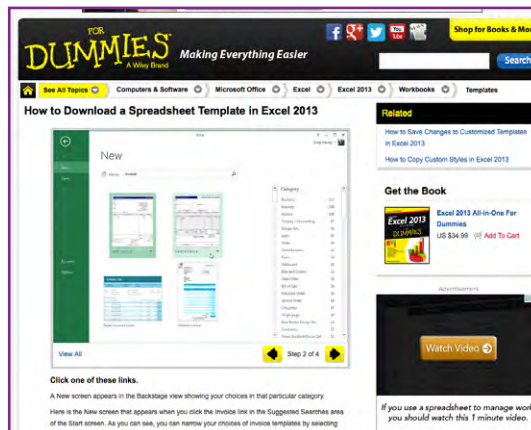|	
Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Webpage
	http://www.ehow.com/info_7753671_types-business-presentations.html

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

Brilliant PowerPoint

Booksellers will have large numbers of books explaining how to develop a presentation. Steve Johnson's 'Brilliant…' series is inexpensive and accessible.

Supports:	Unit 3 - Principles of business communication and information
Cost:	Prices vary
Format:	Paperback books

http://www.amazon.co.uk/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=brilliant%20powerpoint

OCR
Oxford Cambridge and RSA

The difference between templates and bespoke documents

This website explains the advantages and disadvantages of templates compared with bespoke documents especially when there are legal implications such as terms and conditions.

Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Webpage
	http://www.thelegalstop.co.uk/blog/?p=1685

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

How to download a template in Excel 2013

This is just one example from the range of Dummies tutorials that explain how to create bespoke business documents, downloading a template, for example an invoice, editing it to meet your needs and then saving it as a template. Also available in hard copy. See Resource Links for Level 2 Business Administration – Unit 3, Principles of business document production and information management for other links to Microsoft tutorials.

Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Webpage and book

http://www.dummies.com/software/microsoft-office/excel/how-to-download-a-spreadsheet-template-in-excel-2013/

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

Developing an information system
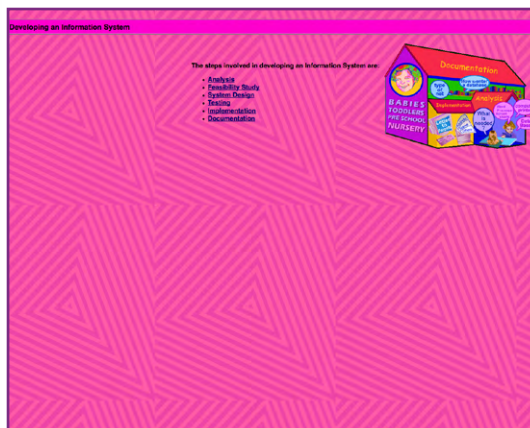
This colourful website identifies the stages of development of an information system.

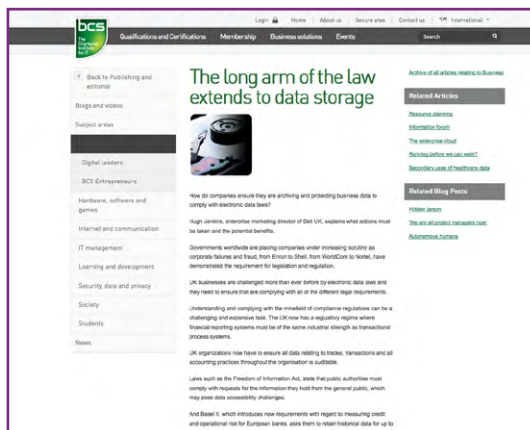|	
Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Webpage
	http://doit.ort.org/course/devinfosys/1.htm

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Different types of information systems

This document describes the features and benefits of a range of different information systems used in businesses and offices.

Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Webpage

https://www.researchgate.net/publication/264556488_The_Role_of_Different_Types_of_Information_Systems_In_Business_Organizations_A_Review

Data storage and data security
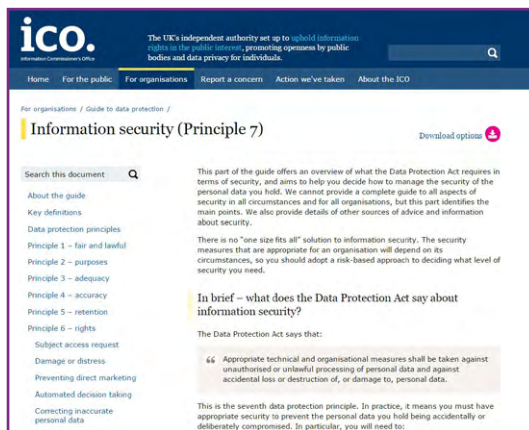
This website gives an overview of the Data Protection Act and the options to companies on protecting the personal data they hold.

Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Webpage

https://ico.org.uk/for-organisations/guide-to-data-protection/principle-7-security/

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

Folder and file naming protocol
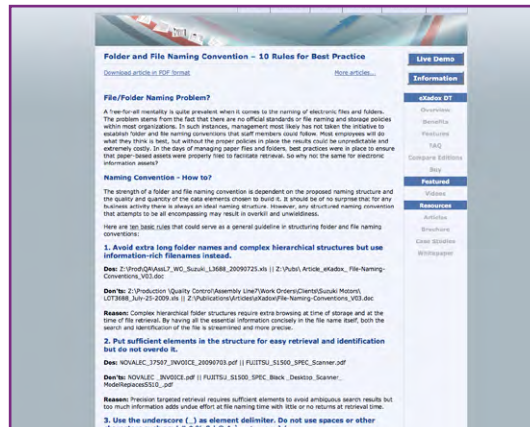
This webpage gives ten rules covering best practice when naming folders and files. Information storage is only effective if the information can be retrieved quickly and efficiently – otherwise known as 'the wisdom of hindsight'.

Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Webpage
	http://www.exadox.com/en/articles/file-naming-convention-ten-rules-best-practice

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Legal requirements of electronic data storage

This article from the British Computer Society explains how businesses can comply with electronic data laws.

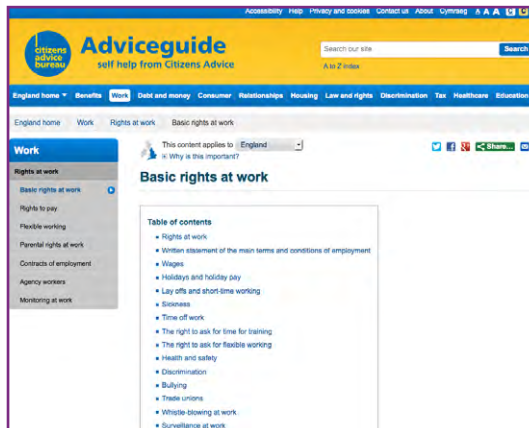|	
Supports:	Unit 3 - Principles of business communication and information
Cost:	Free
Format:	Webpage
	http://www.bcs.org/content/conwebdoc/6181

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Guide for businesses and the self-employed
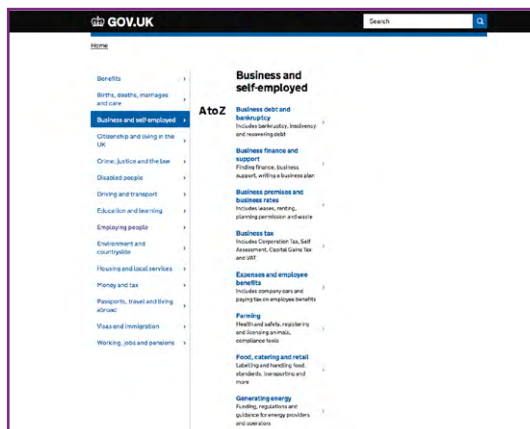
The Government website for Business Innovation and Skills (BIS) gives guidance on finances, tax, premises, employee expenses, patents. A reliable source of up-to-date, accurate legal information. There are also guidelines for setting up a social enterprise or charity https://www.gov.uk/set-up-a-social-enterprise. For the public sector there are guidelines on legislation eg the Equality Act 2010: https://www.gov.uk/government/publications/public-sector-summary-guide-for-public-sector-organisations.

Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Webpage
	https://www.gov.uk/browse/business

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Managing office facilities

This web magazine is aimed primarily at those working in the facilities management sector. It provides articles about current legislation that may be useful to anyone managing office facilities within their own organisation.

Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Webpage

http://www.fm-world.co.uk/by-topic/legislation-regulation/legislation-regulation-articles/

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Legislation regarding the employment of new staff

Acas provide a comprehensive guide to employment practice including equality and diversity with links to the Equality Act 2010.

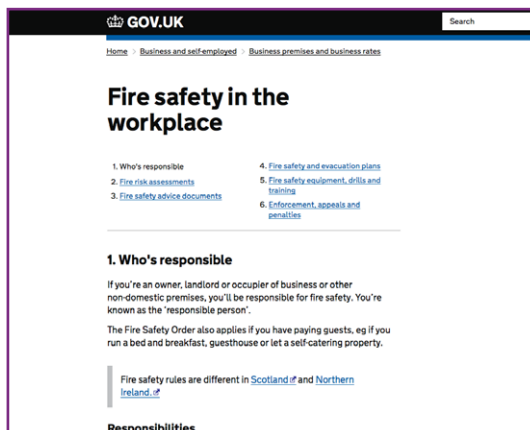|	
Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Webpage
	http://www.acas.org.uk/index.aspx?articleid=2949

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

Employee welfare and support – employment rights

In addition to a company's HR department or the Acas website (see above link), the Citizen's Advice Bureau provides information to individuals on basic employment rights.

Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Webpage

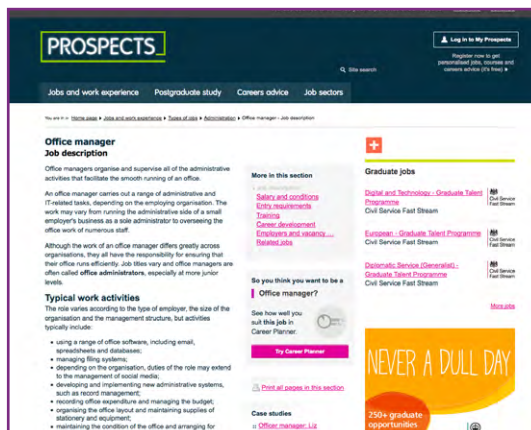http://www.adviceguide.org.uk/england/work_e/work_rights_at_work_e/basic_rights_at_work.htm

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

Office legislation – employer's liability insurance
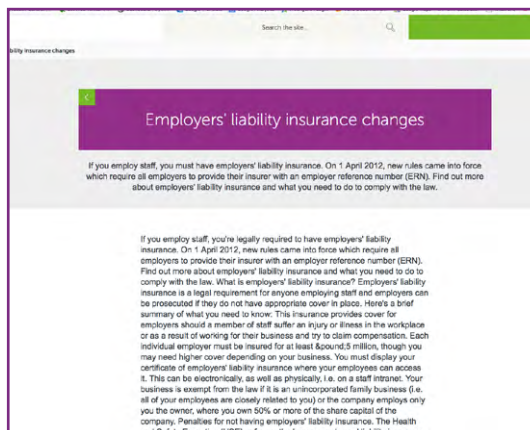
This business forum provides information about changes in legislation, for example, this recent change in employer liability insurance.

Supports:	Unit 4 - Principles of administration
Cost:	Some free information or you can choose to pay to become a member
Format:	Webpage

https://www.fpb.org/business-support/employers-liability-insurance-changes

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Legislation – updates
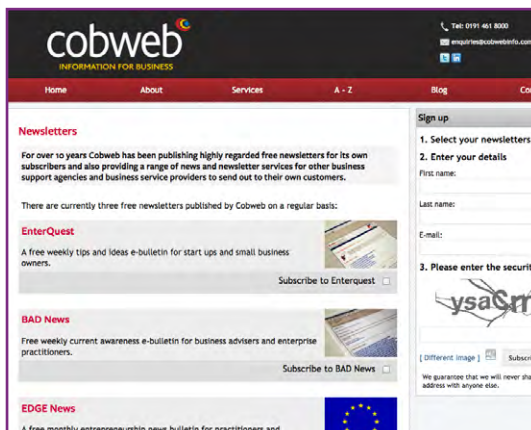
Sign up for this free e-newsletter which summarises updates and changes that affect business.

Supports:	Unit 4 - Principles of administration
Cost:	Free e-subscription
Format:	e-Newsletter
	http://www.cobwebinfo.com/services/newsletters/

OCR
Oxford Cambridge and RSA

Legislation regarding health and safety
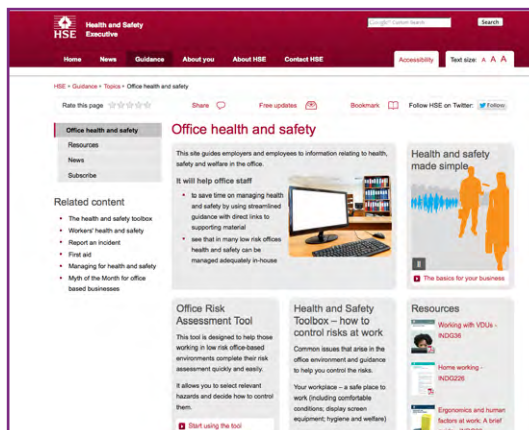
The Health and Safety Executive provide a comprehensive guide to health and safety legislation with risk assessment tools for the office environment and links to the Health and Safety at Work Act Posters in English and in Welsh.

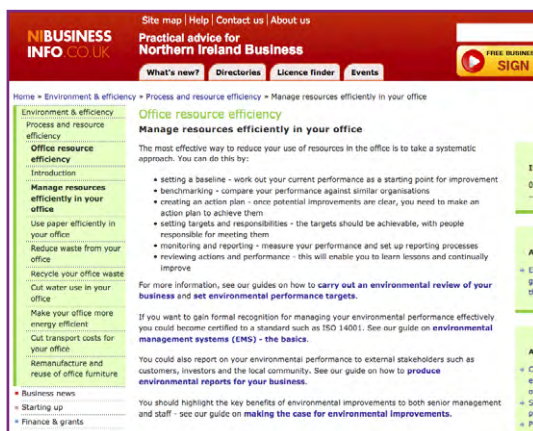|	
Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Website

http://www.hse.gov.uk/office/

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

Fire safety in the workplace

The Department for Trade and Industry, Business Innovation and Skills (BIS) gives guidance on fire safety and evacuation procedures in the workplace.

Supports: Unit 4 - Principles of administration

Cost: Free
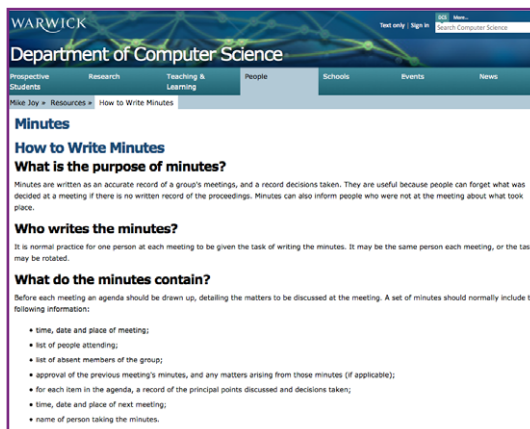
Format: Website

https://www.gov.uk/workplace-fire-safety-your-responsibilities

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Typical services provided by an office facility

Careers and recruitment websites are an excellent resource for finding out about up-to-date job roles. This is one example of an office manager and covers a wide range of services and functions whilst emphasising that offices vary enormously.

Supports: Unit 4 - Principles of administration

Cost: Free

Format: Webpage

http://www.prospects.ac.uk/office_manager_job_description.htm

OCR
Oxford Cambridge and RSA

Writing a procedure
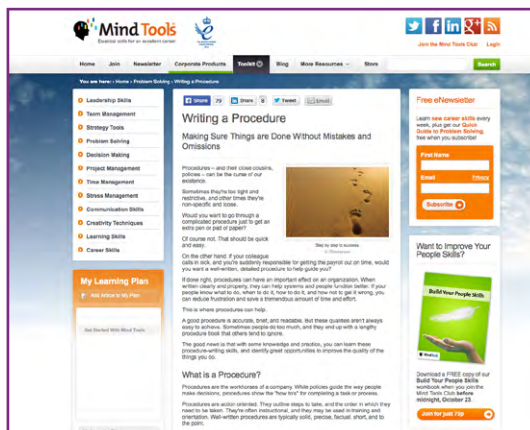
This website explains the purpose and benefits and how to write office management procedures.

Supports: Unit 4 - Principles of administration
Cost: Free
Format: Webpage
http://www.mindtools.com/pages/article/newTMC_78.htm

OCR
Oxford Cambridge and RSA

Workflow management – visualised

This 6.5 minute video clip gives a visual explanation of workflow management.

Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Youtube video clip
	http://www.youtube.com/watch?v=3KJjKY8k9Lk

Manage office resources efficiently

The Northern Ireland Business Information website offers guidance on the efficient use of office resources covering reduce, reuse, recycle plus save water, cut transport costs.

Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Webpage

https://www.nibusinessinfo.co.uk/content/manage-resources-efficiently-your-office

How to take minutes of meetings

Wikihow gives five simple steps to minute-taking with some top tips for good practice.

Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Web page
	http://www.wikihow.com/Take-Meeting-Minutes

OCR
Oxford Cambridge and RSA

What should be included in the minutes of a meeting

A brief guide with some tips on good practice.

Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Webpage
	http://www2.warwick.ac.uk/fac/sci/dcs/people/m_s_joy/resources/minutes

Tips for chairing a meeting

Tips for chairing/facilitating a meeting.

Supports: Unit 4 - Principles of administration
Cost: Free
Format: Webpage

http://www.ksl-training.co.uk/free-resources/chairing-meetings/tips-for-chairing-meetings/

Organising meetings
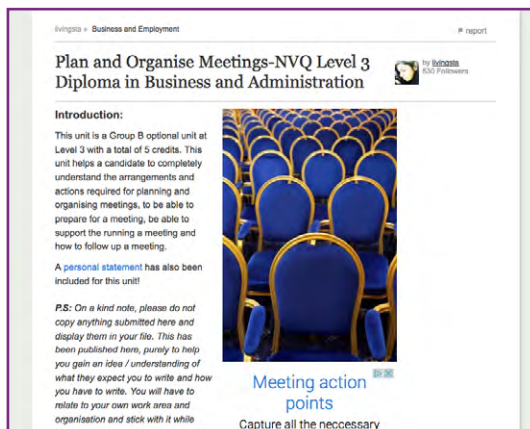
This personal statement is a comprehensive guide to organising meetings, including a before/during and after the meeting checklist. It was written by livingsta to match the Business Admin Level 3 Diploma previous standards but the information is still relevant and is very well written. Please ensure this is genuinely used for learning and not copied by learners.

Supports: Unit 4 - Principles of administration

Cost: Free

Format: Website

http://livingsta.hubpages.com/hub/Plan-and-Organise-Meetings-NVQ-Level-3-Diploma-in-Business-and-Administration
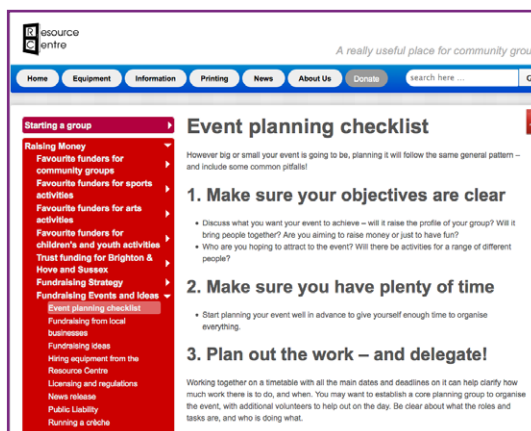
If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

Types of business meetings: Formal and Informal

This website contains a short video explaining the different types of business meetings. There is a short quiz for learners to attempt.

Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Webpage

http://study.com/academy/lesson/types-of-business-meetings-formal-informal.html#lesson

OCR
Oxford Cambridge and RSA

Performance management
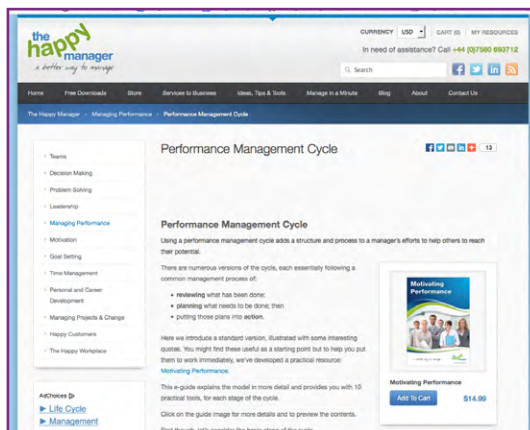
Outlines the performance management cycle with links to other articles on goal setting and motivation.

Supports: Unit 4 - Principles of administration

Cost: Free

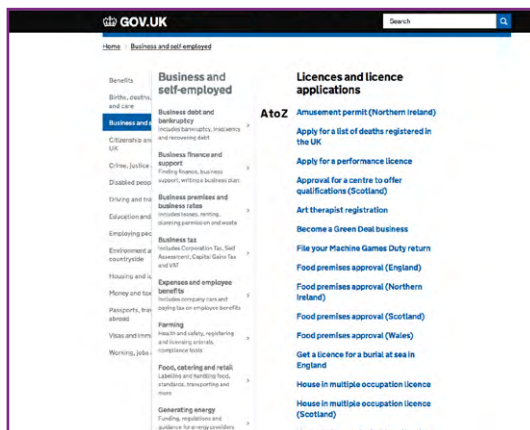Format: Webpage

http://www.the-happy-manager.com/articles/performance-management-cycle/

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We
would also like to hear from you with your feedback about your use of any of the resources
listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Using targets to manage workloads

SMART objectives checklist from the CMI, Chartered Institute of Management.

Supports: Unit 4 - Principles of administration

Cost: Free

Format: Webpage

http://www.managers.org.uk/sites/default/files/u271/Checklist - Setting SMART Objectives.pdf

Different types of events
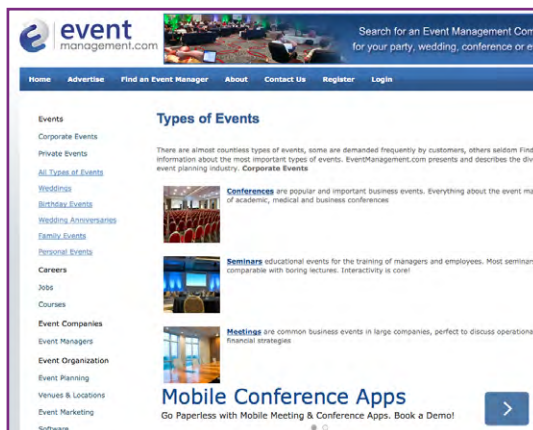
Different types of events are listed with some key aims for each.

Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Webpage
	http://eventmanagement.com/events/types-of-events/

OCR
Oxford Cambridge and RSA

Planning an event

A practical event planning checklist aimed at community groups but valid for a wide range of events.

Supports: Unit 4 - Principles of administration

Cost: Free

Format: Webpage

http://www.resourcecentre.org.uk/information/event-planning-checklist/

Event licences

The GOV.UK website, Business and self-employed, is a good place to check whether your event needs a licence.

Supports:	Unit 4 - Principles of administration
Cost:	Free
Format:	Webpage
	https://www.gov.uk/browse/business/licences

OCR
Oxford Cambridge and RSA
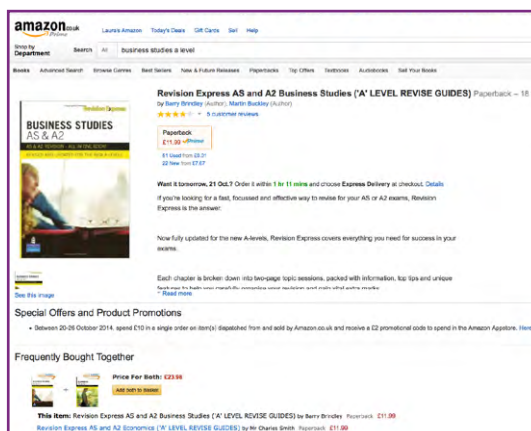
Business studies

This is one example of many Business Studies A Level revision guides. They are succinct and cover topics such as the business environment, marketing, finance and people. Amazon allows you to look inside and see a substantial amount of text before buying.

Supports: Unit 5 – Principles of business

Cost: £11.99

Format: Book ISBN-13: 978-1408206508

http://www.amazon.co.uk/Revision-Express-Business-Studies-REVISE/dp/1408206501/ref=sr_1_7?ie=UTF8&qid=1409134708&sr=8-7&keywords=business+studies+a+level

OCR
Oxford Cambridge and RSA

Organisations and the business environment

This text book is aimed at graduates and is written clearly and concisely. It has chapters covering business markets and includes tutor resources, slides, data charts and case studies. Amazon allows you to look inside and see a substantial amount of text before buying.

Supports: Unit 5 – Principles of business

Cost: £36.87

Format: Book ISBN-13: 978-0750658294

http://www.amazon.co.uk/Organisations-Business-Environment-Tom-Craig/dp/0750658290

Business case studies
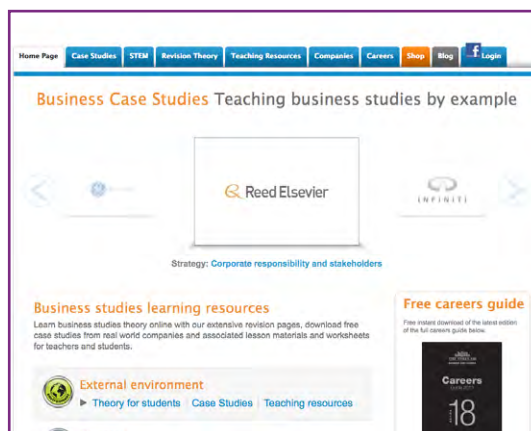
The Times 100 Business Case Studies has six categories: the external environment, finance, marketing, operations, people and strategy. Each has a section on theory followed by a number of real case studies and teaching resources. It includes examples of good practice from real companies.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage

http://businesscasestudies.co.uk

Health and safety advice pack for smaller firms
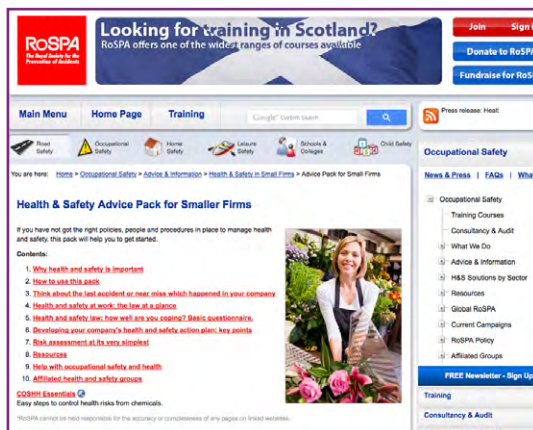
ROSPA provides advice and information on the requirements of health and safety legislation.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Website – documents available to download or email or print

http://www.rospa.com/occupationalsafety/adviceandinformation/smallfirmshealthandsafety/advicepack/

OCR
Oxford Cambridge and RSA
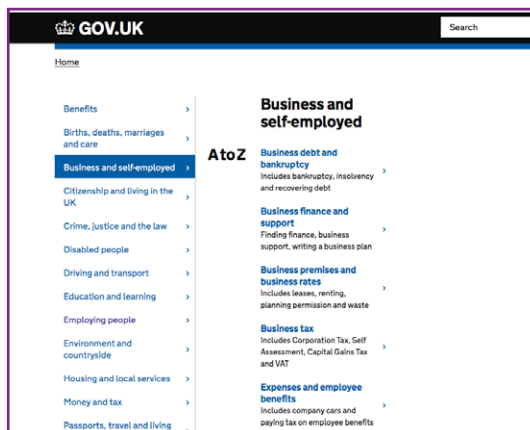
Business support

A section of the UK Government's website contains a wealth of information on business finance and support, including legal obligations such as taxes, business rates, registration, employer contractual responsibilities, etc.

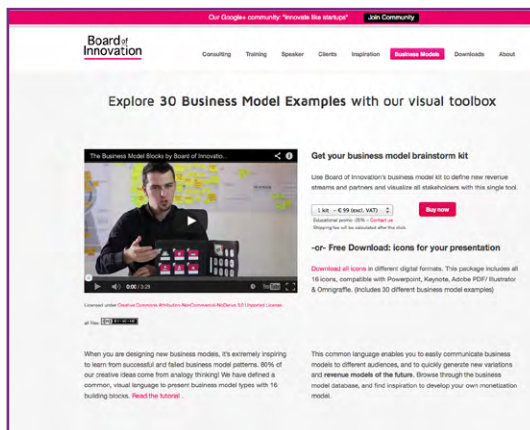|	
Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Website

https://www.gov.uk/browse/business

OCR
Oxford Cambridge and RSA

Innovative business models

This website has a toolkit to sell but provides a free sample of four different business models; you can download a further 26 models if you are prepared to tweet an advertisement for the tool.

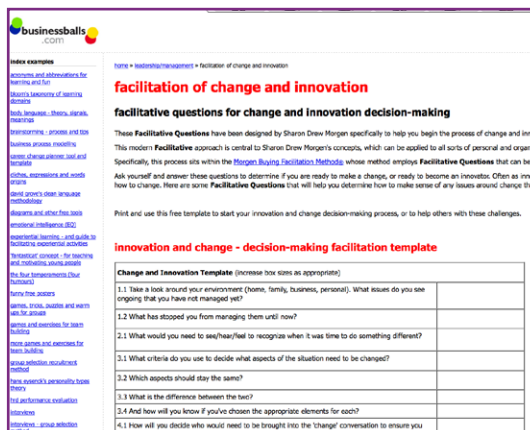|	
Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage
	http://www.boardofinnovation.com/business-revenue-model-examples/

OCR
Oxford Cambridge and RSA

Planning innovation and change

Sharon Drew Morgan has devised a series of questions which guide you through a process of innovation and change management. This website is written in plain English, with many free templates to download and links to a wide range of related topics.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage
	http://www.businessballs.com/innovationdecisionmakingfacilitation.htm

APPRENTICESHIP

Support for business innovation

In Wales, Business Wales offers support for business innovation and new businesses, in England and Northern Ireland some support is offered via the Local Authority.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage
	https://businesswales.gov.wales/zones/starting-up

OCR
Oxford Cambridge and RSA

Innovation and risk

In this article, Leslie White from Croydon Consulting, explains the link between innovation and risk, and how to manage the risk.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage
	http://riskychronicles.wordpress.com/2010/09/16/innovation-and-risk/

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

The business model canvas

The downloadable tool covers a 6 step approach to business model innovation. The website includes links to other information and resources on business innovation.

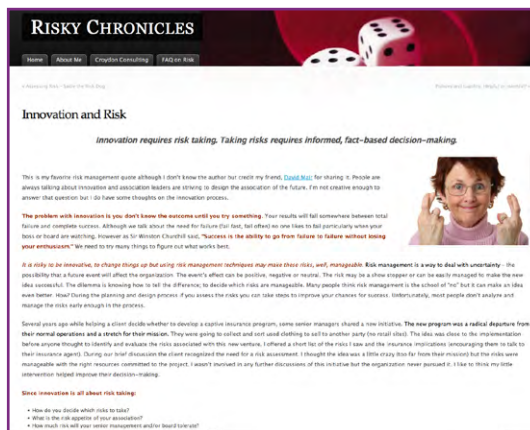|	
Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Website and PRF documents
	http://blog.business-model-innovation.com/tools/

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Guide to developing new products and services
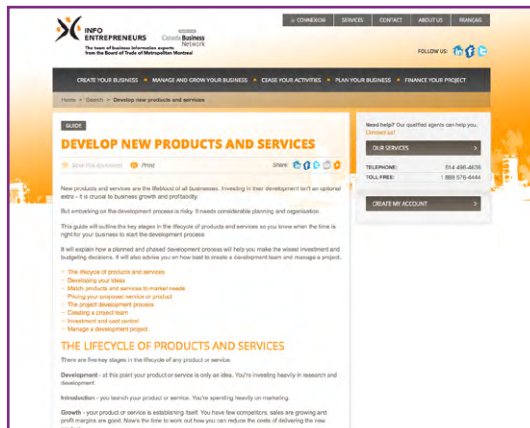
The guide outlines the process for developing a new product or service. The key stages covered are the initial idea, investment, cost control and project management.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Website

http://www.infoentrepreneurs.org/en/guides/develop-new-products-and-services/#5

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Cutting edge technology in rural Ireland

BBC Business News report and video on Dairymaster, one of Ireland's most successful stories of entrepreneurial innovation. The page contains links to other stories of business innovation.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage
	http://www.bbc.co.uk/news/business-28545273

OCR
Oxford Cambridge and RSA

BBC Bitesize – sources of finance

Learner guides on all aspects of finance in business. The guides include videos, downloadable scripts, a Glossary and testing pages.

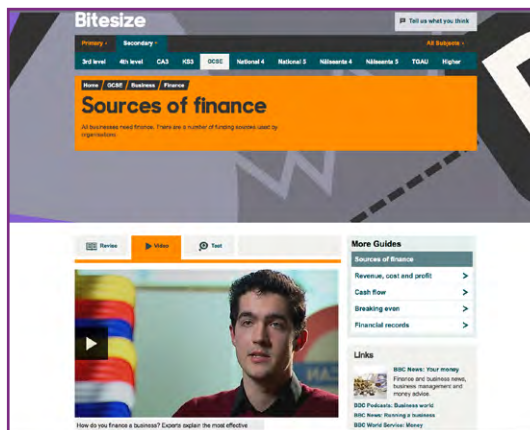|	
Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Video
	http://www.bbc.co.uk/education/guides/zmj7tfr/video

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

![OCR Oxford Cambridge and RSA]

Financial analysis

A five minute video overview of financial analysis – one of many useful resources from the SME Toolkit.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Web Video
	http://www.smetoolkit.org/smetoolkit/en/content/55652

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Budgeting and forecasting

Another useful resource from the SME toolkit with business forms and e-learning tutorials.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage

http://www.smetoolkit.org/smetoolkit/en/category/916/Budgeting-Forecasting
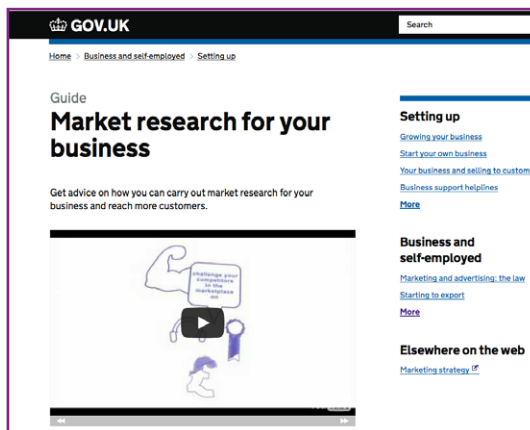
If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

The value of market research

The GOV.UK website links to a YouTube video with advice on how you can carry out market research for your business and reach more customers.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	YouTube
	https://www.gov.uk/market-research-business

OCR
Oxford Cambridge and RSA

How to do basic market research

A video covering the reasons for, and benefits of, market research. The presenter explains the five main areas of research.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Video
	https://www.youtube.com/watch?v=aHqoDAGHko4

OCR
Oxford Cambridge and RSA

Sales and marketing: what's the difference?

A short pictorial presentation on market research and what questions can be answered by conducting market research.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Video
	https://www.youtube.com/watch?v=Zq391bgs6h0

OCR
Oxford Cambridge and RSA

The value of a strong brand

This Frog Dog article discusses the value of a strong brand with links back to a guide on how to create a brand.

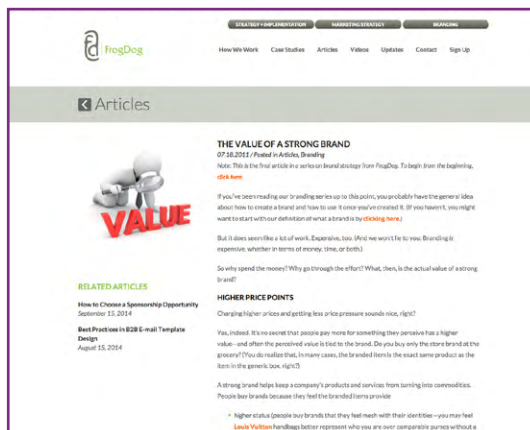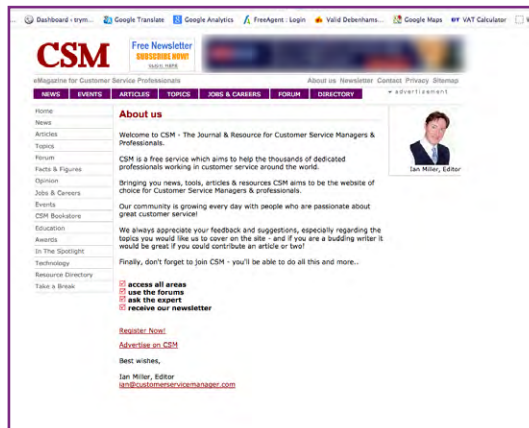|	
Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Webpage
	http://frog-dog.com/articles/detail/the_value_of_a_strong_brand/

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

OCR
Oxford Cambridge and RSA

Marketing and sales: the customer

It is impossible to understand the principles of business, marketing and sales without reference to the customer. In this Wordpress blog, Myra Golden writes about inspirational customer service with examples from real companies.

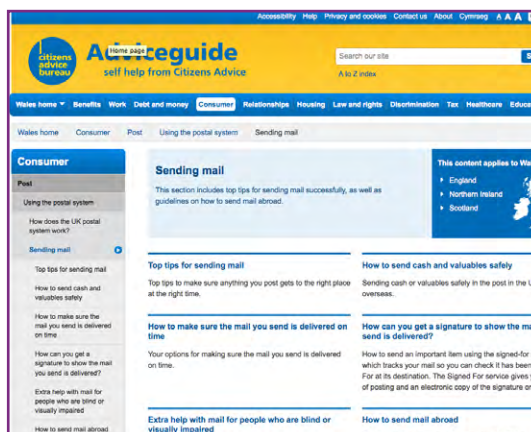|	
Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	e-newsletter
	http://www.customerservicemanager.com/about-csm.htm

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Marketing and sales: the customer

Learners can subscribe to this free e-newsletter and receive regular articles about good practice in customer service delivery. There are links to interesting archived articles.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Website

http://www.adviceguide.org.uk/wales/consumer_w/consumer_post_e/consumer_using_the_postal_system_e/consumer_sending_mail_e.htm

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Business to business marketing (B2B)

The PowerPoint presentation covers the characteristics of B2B.

Supports: Unit 5 – Principles of business

Cost: Free

Format: Slide share

http://www.slideshare.net/sukkumall/business-to-business-marketing-ppt

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We
would also like to hear from you with your feedback about your use of any of the resources
listed here. Please contact us at
resourcesfeedback@ocr.org.uk

B2B marketing challenges

An overview of ten challenges facing B2B marketers.

Supports:	Unit 5 – Principles of business
Cost:	Free
Format:	Blog
	http://www.lbdga.com/blog/10-biggest-b2b-marketing-challenges/

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at
resourcesfeedback@ocr.org.uk

Resources Index

Click on a resource to go to the appropriate page.

- Manage office resources efficiently

- How to take minutes of meetings

- What should be included in the minutes of a meeting

- Tips for chairing a meeting

- Organising meetings

- Types of business meetings: Formal and Informal

- Performance management

- Using targets to manage workloads

- Different types of events

- Planning an event

- Event licences

Unit 5 – Principles of business

- Business studies

- Organisations and the business environment

- Business case studies

- Health and safety advice pack for smaller

firms

- Business support

- Innovative business models

- Planning innovation and change

- Support for business innovation

- Innovation and risk

- The business model canvas

- Guide to develop new products and services

- Cutting edge technology in rural Ireland

- BBC Bitesize – sources of finance

- Financial analysis

- Budgeting and forecasting

- The value of market research

- How to do basic market research

- What is market research?

- The value of a strong brand

- Sales and marketing: what's the difference?

- Marketing and sales: the customer

- Business to business marketing (B2B)

- B2B marketing challenges

APPRENTICESHIP

ocr.org.uk/apprenticeships

facebook.com/
ocrexams

linkedin.com/
company/ocr

@OCRexams

youtube.com/
ocrexams

Contact us

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

Telephone: 02476 851509
Email: vocational.qualifications@ocr.org.uk

LLOYD'S REGISTER · LRQA
ISO 9001

UKAS
MANAGEMENT
SYSTEMS
001

PART OF THE
CAMBRIDGE ASSESSMENT
GROUP