

AS and A LEVEL

Co-teaching Guide

H031, H431

BUSINESS

A guide to co-teaching
the OCR AS and A Level
Business specifications

June 2015



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NOTES FOR GUIDANCE ON CO-TEACHING

INTRODUCTION

The design of the Business AS and A Level specifications mean that effective co-teaching is easily achievable. The new specification has been written so that there is a significant overlap between the content of the AS Business course and Components 1 and 2 of the A Level course. In addition, the assessment for Components 1 and 2 of both the AS and A Level course are similar. There is a greater demand at A Level but, due to the linear design of the course, there is some time to revisit earlier work and focus on the A Level demand in the latter part of the second year. In fact, preparation for the AS Level exam is useful in terms of providing the first year students with an opportunity to build their exam skills. Some centres may decide to enter their candidates for both the AS Level and the A Level exams. If this is the case then the AS Level exam will become useful practice for the final A Level exams in year 2.

The significant change compared to the previous specification is the fact that the content, as in the case of a real-life business, is completely integrated into the two components at AS Level and the three components at A Level. This means that any topic within the specification can be asked in any of the two or three components. The only difference is that for students taking these components to A Level, the demand will be higher in their final exams in year 2. This does mean that co-teaching is made much easier and allows for any number of ways of approaching the teaching of the course, in terms of the order of topics.

CONTINUITY AND THEMES

The key themes of the four business functions of human resources, marketing, finance and production run throughout the AS and the A Level course along with external influences, business objectives and decision-making. These key themes can be introduced throughout the AS course and then revisited in a more strategic manner at A Level (notice in the specification how an emphasis is put on the link between the objectives, external influences and strategy, within each functional area). It is also vital that, as Component 1 at both AS and A Level contains multiple choice questions, students have a sound understanding of basic concepts.

Other than in the methods of assessment (see below) the way in which the components are different is the focus on the market in which the business is operating.

In Component 1, for both the AS and A Level, other than the multiple choice questions, the focus will be on the business operating in a local or regional market. This may be a small business which only has a local market or one part of a larger national or international business, for example, the actions of one branch, office or store.

In Component 2, for both the AS and A Level, the focus will be on the UK business environment. This may be a UK or non-UK business, but questions will concentrate on that businesses operations ONLY in the UK market.

Component 3 (which only applies to the A Level) sees the global business environment as the focus. Again, this may be a UK or international firm, but now the wider global activities of the business will be examined. This will also allow more synoptic/strategic questions to be asked.

In ALL components, the businesses will be REAL ones, using case material from sources such as the Internet, company reports and newspaper articles.



ASSESSMENT

There are a number of different types of skills being assessed through a number of different question styles. Similar to the old specification, the new specification has a higher level of demand in the full A Level. Therefore, the AS Level questions can be treated as preparation for the A Level skills.

Component 1 for both the AS and A Level contains multiple choice and short answer questions, as well as questions which will allow evaluative skills to be shown.

Component 2 for both the AS and A Level is made up of two sections. Section A contains short, theoretical questions, primarily assessing the knowledge and understanding of key business concepts. Section B will ask questions based on material about a real business provided in a resource booklet. These questions will include both short answer and longer answer questions.

Component 3 of the A Level will contain a few short answer questions, although most marks will be available in three longer questions which will be of a decision-making and/or strategic nature.

The following sample curriculum plans for AS and A Level Business are suggested examples of how the course could be taught.

SHARING TEACHING WITHIN CO-TEACHING CENTRES

Sharing the teaching of the AS and A Level is very easy and one suggestion for how to do this is shared in this document. The only difference is that if there are two teachers sharing one group, one of the teachers may be more likely to finish teaching the course slightly earlier than the other. This will leave them time to prepare the students for the A Level examinations.



SAMPLE CURRICULUM PLAN FOR AS AND A LEVEL OCR BUSINESS (ONE TEACHER)

Year 1	Content
Autumn term Part 1	Introduction to Business The role of the entrepreneur; factors of production; stakeholders. [Ch.1] Business sectors; legal structure; private & public sector. [Ch.2] The functions of business; methods of measuring the size of a business; factors affecting size & the importance of size. [Ch.4] Human Resource Management Organisational structure. [Ch.41] Recruitment & selection- documentation, methods & impact. [Ch.44] Training- methods, choice & impact of decisions made. [Ch.44] Workforce performance measures; appraisal methods. [Ch.45] Fair & unfair dismissal; redundancy; grievance procedures. [Ch.49] Management; leadership styles & theories. [Ch.46] Motivational theory; methods of motivation. [Ch.47] Employment legislation- contracts, minimum wage, health & safety, equality, data protection. [Ch.49] Industrial democracy; role of good employee relations; the changing nature of trade union membership. [Ch.48]
Autumn term Part 2	Marketing Identifying resources required to market a product; using a SWOT analysis to assess the current market position. [Ch.50] Using market research to identify customer needs; sampling; using market share & market growth data. [Ch.51 & 52] Customer & product orientation; niche v. mass marketing; market segmentation; b2b or b2c marketing. [Ch.53] The marketing mix in a local, national & global context: [Ch.54] (i) Product- the product life cycle; Boston matrix; USP; branding (ii) Price- pricing strategies; price, income & cross elasticity of demand [Ch.55] (iii) Place- physical & online distribution strategies [Ch.13 & 56] (iv) Promotion- above & below-the-line methods. [Ch.57]



Year 1	Content
Spring term Part 1	Finance Sources of finance. [Ch.24] Costs, revenue & profit; break-even analysis; contribution. [Ch.26, 27 & 28] Investment appraisal- payback, ARR & NPV. [Ch.29] The role of budgets; calculate & interpret variances. [Ch.30] Cash-flow forecasts; the working capital cycle. [Ch.31] Calculation & interpretation of income statements & statements of financial position. [Ch.33 & 34] Ratio analysis (liquidity & profitability) as a way to evaluate the financial position of a business. [Ch.36 & 39]
Spring term Part 2	Production What is added value; productivity; economies & diseconomies of scale; capacity management. [Ch.59, 64, 65 & 66] Methods of production; specialisation & division of labour; production in the service sector. [Ch.61 & 54] Stock control methods; stock control charts; the impact of the production method on stock control.[Ch.67] Lean production. [Ch.68] Quality standards- quality control, quality assurance, TQM, external standards, benchmarking. [Ch.70] External influences Demand & supply; equilibrium price; the degree of competition in the market place; market dominance & regulation to protect stakeholders. [Ch. 13 & 14] Globalisation; international trade. [Ch.15 & 16] STEEPLE analysis- how social, technological, economic, ethical, political, legal & environmental factors affect business behaviour. [Ch.17-21]
Summer term Part 1	Business Objectives and Decision Making Aims & objectives; the influence of and impact on stakeholders; conflict between stakeholder groups. [Ch.5 & 6] Business plans; the relationship between risk & reward; the role of uncertainty. [Ch.8 & 9] Financial & non-financial measures of performance to help a business to make decisions. [Ch.11] Revision for AS Level examinations
Summer term Part 2	Managing Change (A Level) Causes of change; levels of change; barriers to change. [Ch.22] Change management; Lewin, McKinsey & Kotter's models; role of leadership and/or external consultants; change strategies. [Ch.22] Contingency planning & crisis management. [Ch.8]



Year 2	Content
Autumn term Part 1	<p>Human Resource Management Communication- formal & informal; group norms & the impact of groups; communication methods & media; models of communication; effective communication. [Ch.42] Workforce planning; flexible working practices; goal-setting & excellence theories of motivation; organisational culture. [Ch.43] Training needs analysis (TNA); the usefulness of appraisal methods; evaluating employee contribution. [Ch.44] Employment tribunals. [Ch.49] HRM objectives, external influences and strategy. [Ch.41 & 45]</p> <p>Finance Accounting conventions; GAAP. [Ch.25] Cost & profit centres; stepped fixed costs; full, absorption & marginal costing methods; special order decisions. [Ch.26, 27 & 28] Cash-flow statements; depreciation. [Ch.31 & 35] Solvency, efficiency & shareholder ratios. [Ch.37, 38 & 40] Finance objectives, external influences and strategy. [Ch.23]</p>
Autumn term Part 2	<p>Marketing Using normal distribution & standard deviation to help identify customer needs; explaining consumer behaviour- AIDA, DAGMAR, ATR; customer service; market segmentation strategy. [Ch.52 & 53] Extension strategies; value analysis; justifying a product mix. [Ch.54] The usefulness of income & cross elasticity of demand; justifying a pricing mix. [Ch.55] The role of place in a marketing strategy. [Ch.56] Drip & viral marketing; advertising elasticity of demand; justifying a promotional mix. [Ch.57] Service marketing. [Ch.54] Marketing objectives, external influences and strategy. [Ch.50 & 53]</p> <p>Production Innovation, research & development; the importance of technology. [Ch.60 & 21] Project management- CPA, Gantt charts & PERT; the importance of quantitative & qualitative factors. [Ch.63] Managing capacity & capacity utilisation. [Ch.66] The importance of service provision; improving customer service. [Ch.54] Location; the importance of a suitable logistics strategy; outsourcing, subcontracting, offshoring & re-shoring. [Ch.69] Production objectives, external influences and strategy.</p>



Year 2	Content
Spring term Part 1	More external influences Factors to consider when trading internationally; impact of exchange rate changes; supporting international trade; free trade & trading blocs. [Ch.14 & 16] The EU & Single European Market; emerging markets; responses to increased globalisation. [Ch.15] Government expenditure & policy; the business cycle; political stability & uncertainty. [Ch.17, 18 & 19] The digital revolution; usefulness of computer hardware & software to business. [Ch.21] The consequences of complying or not complying with legislation; ethical trading & working practices; being an environmentally friendly organisation. [Ch.17 & 20] The impact on a business of market forces & competition and its reaction to them.
Spring term Part 2	Business Decision-making and Strategy The franchise model; co-operatives; joint ventures & strategic alliances. [Ch.3 & 4] Mission statements; the 'Plan-Do-Review cycle'; corporate social responsibility. [Ch.6, 8 & 17] Forecasting; structured (Delphi & expert opinion) & unstructured techniques of qualitative forecasting; quantitative forecasting; time series analysis. [Ch.10] Decision trees; Ansoff's matrix; the use of decision-making tools; conflicts in decision-making. Ch.11-12] Porter's models of strategic choice; the relationship between objectives, tactics & strategy; developing & justifying a strategy. [Ch.7] Problems associated with using financial & non-financial measures to assess performance.
Summer term Part 1	Revision Revise Components 1, 2 and 3 for A Level exams.

NB: All chapter numbers are based on the OCR endorsed textbook, to be published by Hodder Education in June 2015.



SAMPLE CURRICULUM PLAN FOR AS AND A LEVEL OCR BUSINESS (TWO TEACHERS)

NB: Refer to one teacher model for greater detail in content sections

Year 1	Teacher 1 Content	Teacher 2 Content
Autumn term Part 1	Introduction to business Human resource management	External influences Marketing
Autumn term Part 2	Completion of human resource management	Completion of marketing
Spring term Part 1	Production	Finance
Spring term Part 2	Completion of production	Completion of finance
Summer term Part 1	Aims & objectives; conflict between stakeholders; business plans; risks & reward; uncertainty. Revision for AS Level examination	Financial & non-financial measures of performance Revision for AS Level examinations
Summer term Part 2	Causes & levels of and barriers to change; contingency planning & crisis management.	Change management theories & strategies; role of leadership/external consultants.



Year 2	Teacher 1 Content	Teacher 2 Content
Autumn term Part 1	Human resource management	Finance
Autumn term Part 2	Production	Marketing
Spring term Part 1	International issues; EU, Single Market, emerging markets & globalisation; government policy; the business cycle; political issues.	The digital revolution; legislation, ethical trading & working practices; environmental issues; impact of market forces.
Spring term Part 2	The franchise model; co-operatives; joint ventures & strategic alliances. Mission statements; corporate social responsibility. Problems associated with using financial & non-financial measures to assess performance.	Forecasting; structured & unstructured techniques of qualitative forecasting; quantitative forecasting; time series analysis. Decision trees; Ansoff's matrix; the use of decision-making tools; conflicts in decision-making. Porter's models of strategic choice; the relationship between objectives, tactics & strategy; developing & justifying a strategy.
Summer term Part 1	Revision Revise Components 1, 2 and 3 for A Level exams.	Revision Revise Components 1, 2 and 3 for A Level exams.





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