**SCHEME OF WORK FOR OCR AS LEVEL BUSINESS (H031)**

**INTRODUCTION**

This scheme of work offers an example of how the AS Business course could be structured and assumes the course will be taught by one teacher in one year with 28 teaching weeks. It is designed as a guide only and the order of topics can be changed to suit the preferences of the centre. For two teachers further guidance is given in the A and AS Level Business co-teaching guide which is available from the OCR Business page within the ‘Teaching and learning resources’ <http://www.ocr.org.uk/qualifications/as-a-level-gce-business-h031-h431-from-2015/>

Textbook references are to ‘OCR Business for A Level’ by Mottershead, Kelt & Grant published by Hodder Education ISBN 9781471836152.

| **Area of study** | **Content** | **Guidance & resources** | **Time in weeks** |
| --- | --- | --- | --- |
| Introduction to business | Enterprise  Business sectors  Types of business | Suggested activities and resources along with guidance for delivering the topics can be found in the Introduction to business [delivery guide](http://www.ocr.org.uk/Images/208145-introduction-to-business-delivery-guide.pdf)  **Other resources include**:   * AS/A Level Business – Introduction to Business – [check in test](http://www.ocr.org.uk/Images/281556-as-a-level-business-introduction-to-business-check-in-test.docx) * Young entrepreneurs [article](http://startups.co.uk/how-they-started/) (Start-ups) * Young entrepreneurs [article](http://www.londonlovesbusiness.com/entrepreneurs/young-entrepreneurs/) (LondonLovesBusiness) * Company archive [video](https://www.youtube.com/watch?v=R0OdFJ5tGO8) (Marks and Spencer) * Example of an entrepreneur in the snack food industry [article](http://www.bbc.co.uk/news/business-40199167) (BBC) * Business structure [video](https://www.youtube.com/watch?v=Yx_-oCw5BRY) (YouTube – Wisteria.co.uk).   **OCR Business for A Level chapters**: 1, 2 & 4. | 1 & 2 |

| **Area of study** | **Content** | **Guidance & resources** | **Time in weeks** |
| --- | --- | --- | --- |
| Human resource management within a business environment  The workforce  Management | Organisation    Recruitment, selection and training  Workforce performance and appraisal  Redundancy and dismissal  Functions of management  Leadership  Motivation  Employer/employee relations | Suggested activities and resources along with detailed guidance for delivering the topics can be found in the Human resources management [delivery guide](http://www.ocr.org.uk/Images/208550-human-resources-management-delivery-guide.pdf)  **Other resources include:**   * AS Business – Human Resources Management – [check in test](http://www.ocr.org.uk/Images/281590-as-level-business-human-resources-management-check-in-test.docx) * Centre Parcs careers [company website](http://www.centerparcscareers.co.uk/) * Working at McDonald’s [article](http://www.bbc.co.uk/news/magazine-32283560) (BBC) * Non-monetary methods of motivation [article](http://www.careerexperts.co.uk/management-leadership/7-ways-managers-motivate-demotivate-employees) (Career Experts) * Leadership problems at Tesco [video](http://www.bbc.co.uk/news/av/business-30886636/sir-terry-leahy-tesco-saw-a-failure-in-leadership) and [article](http://www.bbc.co.uk/news/business-30886632) (BBC) * Factsheet and survey reports on a range of HRM topics [website](https://www.cipd.co.uk/knowledge?page=1&sortby=0&topicgroup=0) (CIPM).     **OCR Business for A Level chapters**: 41, 44 to 49. | 3 to 7 |
| Marketing within a business environment  Customer needs  The marketing strategy | Marketing resources  Identifying customer needs  Anticipating customer needs  The marketing mix; product, price, place and promotion | Suggested activities and resources along with detailed guidance for delivering the topics can be found in the Marketing [delivery guide](http://www.ocr.org.uk/Images/183312-marketing-delivery-guide.pdf).  **Other resources include**:   * AS Business – Marketing – [check in test](http://www.ocr.org.uk/Images/287583-as-level-business-marketing-check-in-test.docx) * Market share in the grocery market [article](https://www.theguardian.com/business/2017/may/31/aldi-lidl-sales-growth-uk-market-share-supermarket-raise-prices) (The Guardian) * Anticipating consumer demand for vegetarian food [article](https://www.theguardian.com/lifeandstyle/2017/may/27/more-tofu-supermarkets-flesh-out-their-vegan-credentials-as-clean-eating-grows) (The Guardian) * Nando’s How did it become a cult hit [article](http://www.telegraph.co.uk/foodanddrink/restaurants/11359977/Nandos-how-did-it-become-such-a-cult-hit.html) (The Telegraph) * Spotify adds non-music content to its app [article](http://www.bbc.co.uk/news/technology-32815605) (BBC) * Gadgets that failed [article](http://www.independent.co.uk/life-style/gadgets-and-tech/features/well-it-seemed-like-a-good-idea-at-the-time-10-worst-gadgets-of-recent-times-8547062.html) (The Independent) * Lego Brand [article](http://www.campaignlive.co.uk/article/stumbling-blocks-lego-almost-failed-build-brand/1344522?src_site=marketingmagazine) (Marketing magazine) * New Snickers and Hazelnut bar [article](http://www.talkingretail.com/products-news/confectionery/mars-unveils-snickers-hazelnut-bar-18-05-2015/) (Talking retail) * Hotel Chocolat Story [company website](http://www.hotelchocolat.com/uk/about.html) * Aero chocolate bar [article](https://www.conveniencestore.co.uk/products/aero-set-to-unveil-new-chocolate-mousse-bar/518194.article) (Convenience Store) * Protecting a brand [article](http://news.sky.com/story/kellogg-takes-australian-tennis-star-kokkinakis-to-court-over-special-k-trademark-10908233) (Sky News) * Using social media in promotion [article](https://www.entrepreneur.com/article/283979) (Entrepreneur) * Advertising Standards Authority educational resources [website](https://www.asa.org.uk/advice-and-resources/resource-library/school-resources.html).   **OCR Business for A Level chapters**: 50 to 57. | 8 to 12 |
| Accounting and finance within a business environment  Management accounting  Financial accounting | Sources of finance  Costs, revenue and profit  Break-even analysis  Investment appraisal  Budgets and variances  Cash-flow and working capital  Income statements and statement of financial position  Ratio analysis | Suggested activities and resources along with detailed guidance for delivering the topics can be found in the Accounting [delivery guide](http://www.ocr.org.uk/Images/254428-accounting-and-finance-delivery-guide.pdf).  Advice on the format of accounting statements and ratios can be found in the [guide to the financial accounting area of study](http://www.ocr.org.uk/Images/295409-a-guide-to-the-financial-accounting-area-of-study-teacher-guide.pdf)  **Other resources include**:   * AS Business – Accounting – [check in test](http://www.ocr.org.uk/Images/281582-as-level-business-accounting-check-in-test.docx) * Cash flow activities are available from the OCR Business page within the ‘Teaching and learning resources’:   <http://www.ocr.org.uk/qualifications/as-a-level-gce-business-h031-h431-from-2015/>   * Investment appraisal PowerPoint and activities are available from the OCR Business page in the ‘Teaching and learning resources’:   <http://www.ocr.org.uk/qualifications/as-a-level-gce-business-h031-h431-from-2015/>   * Finance tips for new Business [website](http://www.barclays.co.uk/business-banking/business-insight/) (Barclays) * Further finance resources can be used from the [OCR Cambridge Technical Business Level 3](http://www.ocr.org.uk/qualifications/vocational-education-and-skills/cambridge-technicals-business-level-3-certificate-extended-certificate-foundation-diploma-diploma-05834-05837-2016-suite/) in the ‘Teaching and learning resources’ e.g. <http://www.ocr.org.uk/Images/126209-unit-04-layout-of-a-balance-sheet-teacher-instructions.pdf>   <http://www.ocr.org.uk/qualifications/cambridge-technicals-business-level-3-certificate-diploma-subsidary-diploma-extended-diploma-05327-05329-05332-05335-05338/>   * Variance Analysis and other accounting [videos](https://www.youtube.com/watch?v=NFu2iqmCnX4) (YouTube James Slocombe).   **OCR Business for A Level chapters**: 24, 26 – 34, 36, 39. | 13 to 17 |
| Production process  Productive efficiency  Productive quality | Methods of production  Services  Added value; productivity; economies and diseconomies of scale; capacity utilisation and management  Stock control  Lean production  Internal and external quality standards | Suggested activities and resources along with detailed guidance for delivering the topics can be found in the Production delivery guide:  <http://www.ocr.org.uk/Images/232563-business-production-delivery-guide.pdf>  **Other resources include**:   * AS Business – Business operations – [check in test](http://www.ocr.org.uk/Images/281592-as-level-business-business-operations-check-in-test.docx) * Using apps to improve customer service at Wetherspoons [article](http://www.independent.co.uk/life-style/gadgets-and-tech/features/wetherspoon-order-and-pay-pub-iphone-android-automation-a7623591.html) (The Independent) * UK manufacturing facts [article](http://www.telegraph.co.uk/finance/newsbysector/industry/11179657/Four-things-you-dont-know-about-UK-manufacturing.html) (The Telegraph) * John Lewis [video](http://www.bbc.co.uk/programmes/p010v488) (BBC) * Car manufacturing [article](https://www.themanufacturer.com/articles/how-mg-motor-is-getting-back-in-the-uk-auto-game/) (The manufacturer) * 6 steps to manufacturing efficiency [article](https://www.themanufacturer.com/articles/6-steps-manufacturing-efficiency-2015/) (The manufacturer).   **OCR Business for A Level chapters**: 60, 62, 64, 66 to 68, 70. | 18 to 21 |
| External Influences | Demand and supply  The market, market structure, market size, share and growth  Competition  Market dominance  Physical and non-physical markets  Global context  Political, economic, social, technological, ethical, legal and environmental factors | Suggested activities and resources along with detailed guidance for delivering the topics can be found in the External influences [delivery guide](http://www.ocr.org.uk/Images/183343-external-influences-delivery-guide.pdf).  **Other resources include**:   * AS Business – External influences – [check in test](http://www.ocr.org.uk/Images/331203-as-level-business-external-influences-check-in-test.docx) * Sole Rebel [video](https://www.youtube.com/watch?v=9DvJLtjwAUk) and [website](https://www.solerebels.com/pages/about-us) (YouTube BBC) * Understanding business organisations [video](http://www.bbc.co.uk/education/topics/z4mngk7/resources/1) (BBC Bitesize) * The latest UK mergers [website](https://www.theguardian.com/business/mergers-and-acquisitions) (The Guardian) * Market dominance of Google and Amazon [article](http://www.bbc.co.uk/news/business-39875417) (BBC) * Technology for the older generation [article](http://www.bbc.co.uk/news/technology-32511489) (BBC) <http://www.bbc.co.uk/news/technology-32511489> * Ethical profile at Marks and Spencer [article](https://www.theguardian.com/business/2017/jun/01/ms-targets-food-waste-and-social-change-in-sustainability-plan) (Guardian).   **OCR Business for A Level chapters**: 13 to 21. | 22 to 25 |
| Business objectives and strategy | Business objectives and stakeholders  Business plans  Risk and uncertainty  Measures of performance: financial and non-financial  Decision making | Suggested activities and resources along with detailed guidance for delivering the topics can be found in the Objectives & strategy [delivery guide](http://www.ocr.org.uk/Images/249899-objectives-and-strategy-delivery-guide.pdf).  **Other resources include**:   * AS Business – Objectives & strategy – [check in test](http://www.ocr.org.uk/Images/289138-as-level-business-objectives-and-strategy-check-in-test.docx) * Changes at Aston Martin [article](http://www.bbc.co.uk/news/business-31727799) (BBC) * Big Hospitality – [Business profiles](http://www.bighospitality.co.uk/Interviews/Business-Profile) * Sports Direct decision making [article](http://www.bbc.co.uk/news/business-32144206) (BBC).   **OCR Business for A Level chapters**: 5 to 9. | 26 to 28 |

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