

specification

November 2009

ENTRY LEVEL – BUSINESS STUDIES SPECIFICATION

ENTRY LEVEL CERTIFICATE IN BUSINESS STUDIES

R343

For teaching from September 2010

www.ocr.org.uk/entrylevel2010



Why choose OCR Entry Level Certificate in Business Studies?

Our Entry Level Certificate in Business Studies has been carefully designed to inspire, motivate and challenge your learners and is available at Entry Levels 1, 2 and 3.

A relevant, practical choice for learners

Learners will gain a broad understanding of business functions and processes in the modern world. They'll be challenged to apply their knowledge and understanding to consider the practical challenges, processes and targets faced by real business.

They'll also have the opportunity to demonstrate applied skills such as carrying out market research.

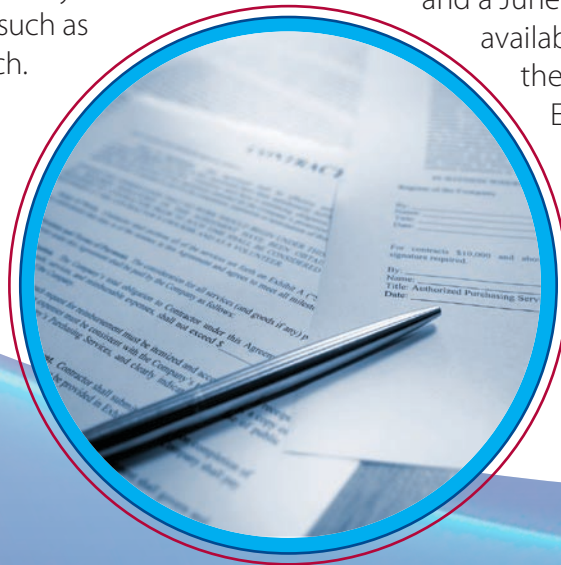
Straightforward progression

OCR Entry Level Certificate in Business Studies has been developed to align with OCR GCSE Business Studies so there's easy progression to this GCSE specification. Content from the GCSE course has been carefully selected and appropriately modified to provide Entry Level candidates with an engaging, valid and focused learning experience.

Designed for ease of use

The qualification is easier for you to administer – three internal assessments in total (one in coursework format and two in test format) cover all of Entry Levels 1, 2 and 3.

It's more flexible too – with both a January and a June series of assessment being available. You can also benefit from the opportunity of teaching the Entry Level Certificate alongside the GCSE specification.



Business Studies

OCR Entry Level Certificate in Business Studies R343

November 2009

CONTENTS

1	Introduction to Entry Level Certificate in Business Studies	4
1.1	Overview of OCR Entry Level Certificate in Business Studies	4
1.2	What is new in OCR Entry Level Certificate in Business Studies?	5
1.3	Guided learning hours	5
2	Content of Entry Level Certificate in Business Studies	6
3	Assessment of Entry Level Certificate in Business Studies	8
3.1	Overview of the assessment in Entry Level Certificate in Business Studies	8
3.2	Assessment availability	8
3.3	Assessment objectives	9
3.4	Assessment objective weightings	9
3.5	Awarding of grades	9
4	Regulations for internally assessed work	10
4.1	Internal assessment	10
4.2	Supervision and authentication of internally assessed work	10
4.3	Production and presentation of internally assessed work	11
4.4	Annotation of candidates' work	11
4.5	Marking and Moderation	11
4.6	Minimum requirements for internally assessed work	12
4.7	Submitting the moderation samples via the OCR Repository	12
5	Support for Entry Level Certificate in Business Studies	13
5.1	Free resources available from the OCR website	13
5.2	Training	13
5.3	OCR support services	13
6	Access arrangements for Entry Level Certificate in Business Studies	14
7	Administration of Entry Level Certificate in Business Studies	15
7.1	Registration and entries	15
7.2	Entry deadlines	15
7.3	Grading and award of certificates	15
7.4	Qualification re-sits	16
7.5	Enquiries about results	16
7.6	Restrictions on candidates' entries	16
8	Other information about Entry Level Certificate in Business Studies	17
8.1	Overlap with other qualifications	17
8.2	Progression from this qualification	17
8.3	Avoidance of bias	17
8.4	Regulatory requirements	17
8.5	Language	18
8.6	Spiritual, moral, ethical, social, legislative, economic and cultural issues	18

CONTENTS

8.7	Sustainable development, health and safety considerations and European developments, consistent with international agreements	18
8.8	Key skills	18
8.9	Citizenship	19

Appendix A: Guidance for the production of electronic internal assessment	21
--	-----------

1 Introduction to Entry Level Certificate in Business Studies

1.1 Overview of OCR Entry Level Certificate in Business Studies

Entry Level Certificate in Business Studies (R343)

Task - Marketing and Enterprise	Coursework format
+	
Test 1 – Business and People	Test format
Test 2 – Production, Finance and the External Business Environment	Test format

This specification provides opportunities for candidates to develop their knowledge and understanding of Business Studies together with a range of skills associated with the business world.

The course is designed to be taught as a discrete subject or alongside the GCSE in Business Studies (J253). It is the intention that candidates may move from the Entry Level Certificate to GCSE if circumstances permit. Candidates who have begun working towards a GCSE in Business Studies, but for whom this has subsequently been considered too demanding, may be entered for the Entry Level Certificate in order to have the opportunity to achieve a Business Studies qualification.

1.2 What is new in OCR Entry Level Certificate in Business Studies?

Do you currently teach OCR Entry Level Certificate in Business Studies? If so, please check the table below for details of the main differences between that and the new version for first teaching in September 2010.

What stays the same?	What is changing?
<ul style="list-style-type: none">• Two full sets of assessments will be made available for the life of the specification, allowing for a re-sit opportunity. If the learner is re-sitting any assessment, the alternative set of assessment materials must be used.• The assessment materials are in a recognisable, learner-friendly format.• All three elements are internally assessed by you and externally moderated by OCR.• Centres will be able to readily recognise similarities in content with the previous specification to help with continuity.	<ul style="list-style-type: none">• Your centre will now only be able to download assessment materials directly from OCR Interchange.• You'll no longer receive hard copies of the assessment materials.• You'll be able to teach the specification alongside OCR GCSE Business Studies (J253).• Each set of internal assessment materials (two test format and one coursework format) will now cover all of Entry Levels 1, 2 and 3 – candidates' performance across all three elements will place them at the appropriate level.• Test format assessments will be broken down into parts A and B for enhanced manageability and the convenience of short-term goals.• The OCR Repository will allow for electronic submission of assessment materials for those centres that prefer it (postal moderation will still be available).• There will now be a January series as well as a June series.

1.3 Guided learning hours

There are no specified guided learning hours for this course, but typically the course could take between 60 and 120 guided learning hours depending on the ability of the candidates and the delivery approach adopted.

2 Content of Entry Level Certificate in Business Studies

Task - Marketing and Enterprise

Subject Content	Notes for guidance
Finding what customers want	Simple market research eg interviews and questionnaires
Looking at results of research	Using data to make simple judgements
Advertising and promotion	How and where to advertise different products Types of promotion eg free gifts and special offers
Pricing	How price is used to attract customers
Product and packaging	Understand that businesses often have a range of products Appreciate how packaging is used to protect and promote products
Where to sell products and services	Selling through different outlets eg shops, the Internet
Enterprise in business	Understand what makes a person enterprising The possible rewards and drawbacks of being enterprising

Test 1 - Business and People

Subject Content	Notes for guidance
What are businesses?	Examples of different businesses in the local area How businesses provide different products and services
Why people run businesses	Understand different aims of businesses eg profit, providing a service
People who have an interest in businesses (stakeholders)	Owners, workers, customers, other businesses, the community

How businesses depend on each other	Understand the link between different sectors in business activity eg the need for raw materials to be provided for manufacturing to take place
Why people work	Understand that people work for different reasons eg pay, helping others
How a business recruits workers	Methods of recruitment and selection The importance of skills and qualities eg ICT skills, honesty
Pay	Simple calculations of pay
Communication in business	Methods of different business communication with workers and customers eg meetings, notice boards, letters, emails
Health and safety at work	Safety for workers eg notices and equipment

Test 2 - Production, Finance and the External Business Environment

Subject Content	Notes for guidance
Different types of production	Understand that different products are made in different quantities
Costs and production	Understand that there are different costs in operating a business eg wages, materials
Technology and business	Understand the way in which computers and other machinery are changing the way that businesses operate
Profits and business	Simple calculations of profit
Finance and business	Understand that operating a business requires money (finance), which may come from the owners or borrowed eg from a bank
Business and the environment	How businesses can benefit and harm the environment
Ethics and business	Understand that businesses are affected by ethical issues eg child labour
Globalisation	Understand that international has benefits eg cheaper products and services

3 Assessment of Entry Level Certificate in Business Studies

3.1 Overview of the assessment in Entry Level Certificate in Business Studies

Entry Level Certificate

33% of the total marks
40 marks

Task - Marketing and Enterprise – internal assessment

67% of the total marks
80 marks

Test 1 – Business and People – internal assessment

Test 2 – Production, Finance and the External Business Environment – internal assessment

The test for each section has a total of 40 marks.

3.2 Assessment availability

There are two assessment series each year in January and June.

3.3 Assessment objectives

Candidates are expected to demonstrate the following in the context of the content described:

AO1	Recall, select and communicate Candidates demonstrate their ability to recall, select and communicate their knowledge and understanding of issues and terminology.
AO2	Apply knowledge and understanding Candidates demonstrate their ability to apply their knowledge and understanding in familiar and unfamiliar contexts.
AO3	Analyse and evaluate Candidates demonstrate their ability to analyse and evaluate information.

3.4 Assessment objective weightings

The relationship between the units and the assessment objectives of the scheme of assessment is shown in the following grid:

	% of Entry Level Certificate			Total
	AO1	AO2	AO3	
Total	35	37	28	100

3.5 Awarding of grades

The grades awarded for the Entry Level Certificate will be at three levels: Entry 1; Entry 2 and Entry 3. All marking criteria have been written to address the following target boundaries:

Specification grade	Entry 3	Entry 2	Entry 1
Target	80%	60%	40%

4 Regulations for internally assessed work

4.1 Internal assessment

Internal assessments are set by OCR.

Internal assessments will be available from Interchange from 1 June 2010. Guidance on how to access internal assessments from Interchange is available on the OCR website <http://www.ocr.org.uk/interchange/repository/index.aspx>.

There will be two versions of each assessment for the life of the specification. Candidates can take version A or version B and submit the better mark. In total, candidates need to submit:

- one assessment in coursework format
- two assessments in test format.

4.2 Supervision and authentication of internally assessed work

OCR expects teachers to supervise and guide candidates who are undertaking work that is internally assessed. The degree of teacher guidance will vary according to the kind of work being undertaken. It should be remembered, however, that candidates are required to reach their own judgments and conclusions.

When supervising internal assessments, teachers are expected to:

- offer candidates advice about how best to approach such assessments;
- exercise supervision of the work in order to monitor progress and to prevent plagiarism;
- ensure that the work is completed in accordance with the specification requirements and can be assessed in accordance with the specified mark descriptions and procedures.

Work should, wherever possible, be carried out under supervision. However, it is accepted that some assessments may require candidates to undertake work outside the centre. Where this is the case, the centre must ensure that sufficient supervised work takes place to allow the teachers concerned to authenticate each candidate's work with confidence.

4.3 Production and presentation of internally assessed work

Candidates must observe certain procedures in the production of evidence for internal assessments.

- Tables, graphs and spreadsheets may be produced using appropriate ICT. These should be inserted into the internal assessment (coursework format) at the appropriate place.
- Any copied material must be suitably acknowledged.
- Quotations must be clearly marked and a reference provided wherever possible.
- Work submitted for moderation must be marked with the:
 - centre number;
 - centre name;
 - candidate number;
 - candidate name;
 - unit code and title;
 - assignment title.

Work submitted on paper for moderation must be secured by treasury tags. Work submitted in digital format (CD or online) must be in a suitable file structure as detailed in Appendix A at the end of this specification.

Centres are advised to keep copies of work submitted for moderation.

4.4 Annotation of candidates' work

Each piece of assessed work should show how the marks have been awarded in relation to the mark criteria.

The writing of comments on candidates' work provides a means of dialogue and feedback between teacher and candidate and a means of communication between teachers during internal standardisation of internally marked work.

However, the use of a cover sheet for each candidate's work provides a means of communication between teacher and moderator and might replace the need for annotation.

4.5 Marking and moderation

All centres entering candidates are subject to quality control via moderation of a sample of candidates' work towards the end of the course. This specification offers the opportunity for moderation evidence to be submitted by post as well as electronically via the OCR Repository (see Entry codes in Section 7.1 Registration and entries of this specification).

All internally assessed tasks are marked by the teacher and internally standardised by the centre. Marks are then submitted to OCR, after which moderation takes place in accordance with OCR procedures. The purpose of moderation is to ensure that the standard of the award of marks for work is the same for each centre and that each teacher has applied the standards appropriately across the range of candidates within the centre.

The **Moderator** will select the sample and advise the centre where the work is to be sent (postal moderation). Centres entering candidates via the OCR Repository must ensure that the sample is uploaded on receipt of the Moderator's selection.

The sample of work which is presented to the Moderator for moderation must show how the marks have been awarded in relation to the marking criteria.

Each candidate's work should have a cover sheet attached to it with a summary of the marks awarded for the task. If the work is to be submitted in digital format, this cover sheet should also be submitted electronically within each candidate's folder.

4.6 Minimum requirements for internally assessed work

If a candidate submits no work for an internal assessment, then the candidate should be indicated as being absent from that internal assessment on the mark sheets submitted to OCR. If a candidate completes any work at all for an internally assessed unit, then the work should be assessed according to the criteria or mark scheme and the appropriate mark awarded, which may be zero.

4.7 Submitting the moderation samples via the OCR Repository

The OCR Repository allows centres to submit moderation samples in electronic format via Interchange (eg scanned completed tests). Please check the entry codes in Section 7.1. Instructions for how to upload files using the OCR Repository can be found on OCR Interchange.

5 Support for Entry Level Certificate in Business Studies

5.1 Free resources available from the OCR website

The following materials will be available on the OCR website www.ocr.org.uk:

- Entry Level Certificate in Business Studies Specification;
- Specimen assessment materials;
- Teacher's Handbook.

5.2 Training

For more information go to www.ocr.org.uk/training

5.3 OCR support services

OCR Interchange has been developed to help you to carry out day to day administration functions online, quickly and easily. The site allows you to register and enter candidates online. In addition, you can gain immediate free access to candidate information at your convenience. Sign up at <https://interchange.ocr.org.uk>.

6 Access arrangements for Entry Level Certificate in Business Studies

Arrangements for candidates with special requirements for Entry Level Certificate specifications are based on the principle that the centre is best able to assess the needs of the candidate and the appropriateness of the arrangement required. Arrangements for candidates with special requirements should not advantage nor disadvantage a particular candidate, nor should they reduce the reliability and validity of the assessment.

The arrangements for candidates with special requirements are more flexible than those currently available at GCSE and as such it should not be assumed that any arrangements made at Entry Level Certificate level will automatically be available at GCSE or GCE Level. Please consult the JCQ booklet *Access Arrangements, Reasonable Adjustments and Special Consideration*. Entry Level Forms are available on the JCQ website (Forms 11-13).

The following arrangements can be made for candidates without permission being sought:

- mechanical and technological aids may be used by candidates who are physically dependent on them; (screen readers must not be used in reading tests);
- instructions regarding the conduct of any In-Course tests may be simplified;
- language support staff may provide linguistic help; (please see regulations relating to readers and scribes, sign language and oral language modifiers);
- bilingual and word exchange lists may be used.

For information relating to permission to use the following special arrangements, please consult the JCQ booklet *Access Arrangements, Reasonable Adjustments and Special Consideration*.

Under certain circumstances:

- the teacher may act under the candidate's instructions to perform simple physical actions which the candidate is unable to undertake; (please see regulations on the use of practical assistants);
- mechanical and technological aids may be used by candidates who generally use them in their normal work; (for screen readers, please see regulations relating to readers);
- communicators or signers may be used;
- readers and amanuenses may be used;
- the tests may be modified as necessary for visually impaired candidates. It is the responsibility of the centre to Braille or enlarge the tests.

It is expected that, generally, the candidate's own teacher will act as a communicator, a signer, a reader or an amanuensis.

Further clarification of any special arrangements may be obtained by consulting the JCQ booklet *Access Arrangements, Reasonable Adjustments and Special Consideration* or by contacting the OCR Special Requirements Team.

7 Administration of Entry Level Certificate in Business Studies

7.1 Registration and entries

Centres must be registered with OCR in order to make any entries, including estimated entries. It is recommended that centres apply to OCR to become a registered centre well in advance of making their first entries.

Both estimated and final entries must be made in the certification year. Estimated entries, giving estimated numbers only, are needed for the appointment of the centre moderators and final entries provide the necessary individual candidate details.

Candidates should be entered for the qualification code **R343** and the relevant component code.

It is essential that entry codes are quoted in all correspondence with OCR.

For this qualification candidates must be entered for either component 01 (electronic submission via the OCR Repository) or 02 (postal moderation). Centres must enter all of their candidates for ONE of these components. It is not possible for centres to offer both components within the same series.

Entry option code	Component code	Submission method
R343A	01	<i>OCR Repository</i>
R343B	02	<i>Postal moderation</i>

7.2 Entry deadlines

Candidate entries must be made for the January and June sessions by the dates published on the OCR website.

7.3 Grading and award of certificates

Final certification is available from OCR on a three-point scale of grades: Entry 1, Entry 2 and Entry 3, where Entry 3 is the highest grade available.

7.4 Qualification re-sits

Candidates may enter for the qualification an unlimited number of times.

7.5 Enquiries about results

Under certain circumstances, a centre may wish to query the result issued to one or more candidates. Enquiries about Results must be made immediately following the series in which the qualification was taken (by the Enquiries about Results deadline).

Please refer to the *JCQ Post-Results Services* booklet and the *OCR Admin Guide* for further guidance about action on the release of results. Copies of the latest versions of these documents can be obtained from the OCR website.

7.6 Restrictions on candidates' entries

Candidates who enter for this Entry Level specification **may not** also enter for any Entry Level specification with the certification title Business Studies in the same examination series. They may, however, also enter for any GCSE, NVQ or equivalent qualification.

8 Other information about Entry Level Certificate in Business Studies

8.1 Overlap with other qualifications

There is no significant overlap between the content of this specification and those for other Entry Level qualifications.

There is some overlap of content with the OCR GCSE Business Studies, although the assessment requirements are different.

8.2 Progression from this qualification

This Entry Level qualification is a general qualification designed to enable candidates to progress either directly to employment or to Foundation Level courses.

The progress of some candidates during the course might be sufficient to allow their transfer to a Business Studies GCSE course.

8.3 Avoidance of bias

OCR has taken great care in preparation of this specification and assessment materials to avoid bias of any kind.

8.4 Regulatory requirements

This specification complies in all respects with the current *Code of Practice* requirements for Entry Level qualifications and *The Statutory Regulation of External Qualifications 2004*.

8.5 Language

This specification and associated assessment materials are in English only.

8.6 Spiritual, moral, ethical, social, legislative, economic and cultural issues

During the course there are opportunities to promote candidates' moral, ethical, social, legislative and economic development.

Unit	Moral	Ethical	Social	Legislative	Economic	Cultural
R343	✓	✓	✓	✓	✓	

8.7 Sustainable development, health and safety considerations and European developments, consistent with international agreements

Although this specification does not make specific reference to the European Dimension it may be drawn into the course of study in a number of ways.

8.8 Key skills

This specification provides opportunities for the development of the Key Skills of Communication (C), Application of Number (AoN), Information Technology (IT), Working with Others (WwO), Improving Own Learning and Performance (IOLP) and Problem Solving (PS) at Level 1. However, the extent to which this evidence fulfils the Key Skills criteria at this level will be totally dependent on the style of teaching and learning adopted.

The following table indicates where opportunities may exist for at least some coverage of the various Key Skills criteria at Level 1 for each unit.

Unit	C	AoN	IT	WwO	IOLP	PS
	1	1	1	1	1	1
R343	✓	✓	✓	✓		✓

8.9 Citizenship

Since September 2002, the National Curriculum for England at Key Stage 4 has included a mandatory programme of study for Citizenship. Parts of the programme of study for Citizenship (2007) may be delivered through an appropriate treatment of other subjects.

This section identifies where this specification might complement the programme of study for Citizenship.

1.2 Rights and responsibilities	
a	Exploring different kinds of rights and obligations and how these affect individuals and communities
b	Understanding that individuals, organisations and governments have responsibilities to ensure that rights are balanced supported and protected
c	Investigating ways in which rights can compete and conflict, and understanding that hard decisions have to be made to try and balance these
2.1 Critical thinking and enquiry	
a	Question and reflect on different ideas, opinions, assumptions, beliefs and values when exploring topical and controversial issues and problems
b	Research, plan and undertake enquiries into issues or problems, using a range of information, sources and methods
c	Interpret and analyse critically sources used, identifying different values, ideas and viewpoints and recognising bias

2.3 Taking informed and responsible action	
d	Assess critically the impact of their actions on communities and the wider world, now and in the future, and make recommendations for future action
3 Range and content	
i	The study of citizenship should include policies and practices for sustainable development and their impact on the environment
k	The study of citizenship should include the rights and responsibilities of consumers, employers and employees
4 Curriculum opportunities	
a	Debate, in groups and whole-class discussions, topical and controversial issues, including those of concern to young people and their communities
c	Opportunity for candidates to work individually or in groups, taking on different roles and responsibilities
h	Opportunity for candidates to take into account a range of contexts, such as school, neighbourhood, local, regional, national, European, international and global, as relevant to different topics
i	Opportunity for candidates to use and interpret different media and ICT both as sources of information and as a means of communicating ideas

Appendix A: Guidance for the production of electronic internal assessment

Structure for evidence

An internal assessment portfolio is a collection of folders and files containing the candidate's evidence. Folders should be organised in a structured way so that the evidence can be accessed easily by a teacher or Moderator. This structure is commonly known as a folder tree. It would be helpful if the location of particular evidence is made clear by naming each file and folder appropriately and by use of an index called 'Home Page'.

There should be a top-level folder detailing the candidate's centre number, candidate number, surname and forename, together with the unit code R343A, so that the portfolio is clearly identified as the work of one candidate.

Each candidate produces an assignment for internal assessment. The evidence should be contained within a separate folder within the portfolio. This folder may contain separate files.

Each candidate's internal assessment portfolio should be stored in a secure area on the centre's network. Prior to submitting the internal assessment portfolio to OCR, the centre should add a folder to the folder tree containing internal assessment and summary forms.

Data formats for evidence

In order to minimise software and hardware compatibility issues it will be necessary to save candidates' work using an appropriate file format.

Candidates must use formats appropriate to the evidence that they are providing and appropriate to viewing for assessment and moderation. Open file formats or proprietary formats for which a downloadable reader or player is available are acceptable. Where this is not available, the file format is not acceptable.

Electronic internal assessment is designed to give candidates an opportunity to demonstrate what they know, understand and can do using current technology. Candidates do not gain marks for using more sophisticated formats or for using a range of formats. A candidate who chooses to use only Word documents will not be disadvantaged by that choice.

Evidence submitted is likely to be in the form of word processed documents, PowerPoint presentations, digital photos and digital video.

To ensure compatibility, all files submitted must be in the formats listed on the next page. Where new formats become available that might be acceptable, OCR will provide further guidance. OCR advises against changing the file format from that in which the document was originally created. It is the centre's responsibility to ensure that the electronic portfolios submitted for moderation are accessible to the Moderator and fully represent the evidence available for each candidate.

Accepted File Formats

Graphics formats including photographic evidence

JPEG (*.jpg)

Graphics file (*.pcx)

MS bitmap (*.bmp)

GIF images (*.gif)

Structured markup formats

XML (*.xml)

Text formats

Comma Separated Values (.csv)

PDF (.pdf)

Rich text format (.rtf)

Text document (.txt)

Microsoft Office suite

PowerPoint (.ppt)

Word (.doc)

Excel (.xls)

Visio (.vsd)

Project (.mpp)

Publication code: R343/S/10 (Please use this code when ordering additional copies)

www.ocr.org.uk

OCR customer contact centre

Vocational Qualifications

Telephone 024 76 851509

Facsimile 024 76 851633

Email vocational.qualifications@ocr.org.uk

General Qualifications

Telephone 01223 553998

Facsimile 01223 552627

Email general.qualifications@ocr.org.uk

Head Office

1 Hills Road, Cambridge CB1 2EU

Telephone 01223 552552

Facsimile 01223 552553



For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored.

© OCR 2010. Oxford Cambridge and RSA Examinations is a Company Limited by Guarantee. Registered in England.
Registered Office: 1 Hills Road, Cambridge CB1 2EU. Registered company number 3484466. OCR is an exempt charity.