



RESOURCES LINK UNIT R061

VERSION 1 OCTOBER 2012



**BUSINESS
AND ENTERPRISE**
Level 1/2



WELCOME

Resources Link is an e-resource, provided by OCR, for teachers of the Cambridge National in Business and Enterprise. It provides descriptions of, and links to, a variety of teaching and learning resources that you may find helpful.

In Resources Link you will find details of OCR's own support materials along with information about publisher partner, endorsed and other independent resources.

Where appropriate, we have mapped the resources to the OCR specifications, and provided information about their cost and format.

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 you have any feedback about your use of these, or other, OCR resources. Please contact us at resourcesfeedback@ocr.org.uk

Types of Resource

OCR Produced Resources

These are resources devised and produced directly by the Resources Development Team at OCR.

Publisher Partner Resources

For many subjects OCR works with a publisher partner to ensure that good quality resources such as textbooks are available for first teaching.

Whilst the publisher partner has access to our subject experts and we quality check and endorse these resources they are produced by, and remain the property of, the publisher partner. There is no financial link between OCR and its publisher partners and we do not pay for the development of, or receive any royalties from, these resources.

Endorsed Resources

These resources were produced entirely independently of OCR, but we have quality checked them for their suitability as a resource to support our qualifications.

Other Resources

Unless specifically stated these resources are completely independently produced and are not endorsed by OCR. We have looked at them though, and we think they could be useful in supporting our specifications.

We leave it to you, as a professional educator, to decide if any of these resources are right for you and your students, and how best to use them.

You can now [click here](#), if you want to see an index of all resources mapped to subject topics, or alternatively flick the bottom right-hand corner of the page to start browsing.

Business Ownership



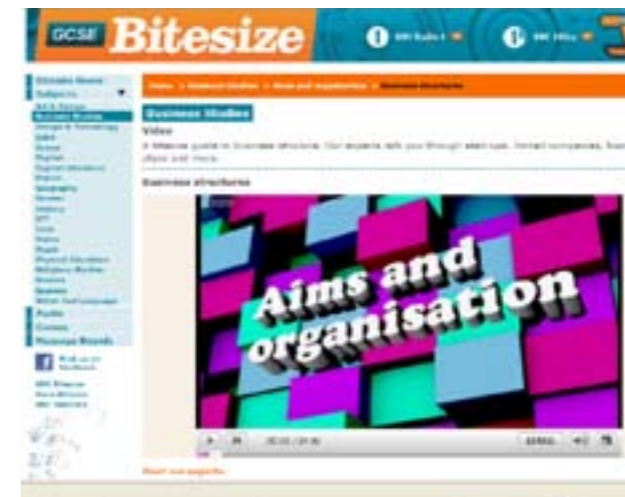
Drag and drop, crossword, word search quiz activities useful for assessing understanding of business ownership types, benefits and drawbacks and limited vs. unlimited liability.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO1
Cost: Free
Format: Website
http://www.businessstudiesonline.co.uk/live/index.php?option=com_content&view=article&id=35&Itemid=23 (then click on Business Organisations)

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Business Aims and Organisation



A video resource summarising the differences between sole traders and limited companies, plus the importance of business planning. Includes famous entrepreneurs such as Lord Sugar and Deborah Meaden.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO1 and LO2
Cost: Free
Format: Website
<http://www.bbc.co.uk/schools/gcsebitesize/business/aims/limitedcompaniesvid.shtml>

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Aims and Organisation



Revision notes, video and test activities for business structure and for aims and objectives.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO1 and LO2

Cost: Free

Format: Website

<http://www.bbc.co.uk/schools/gcsebitesize/business/aims/>

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Costs, Revenue and Profit



Mind map and summary of the theory, with a calculation worksheet for students to complete underneath.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO3

Cost: Free

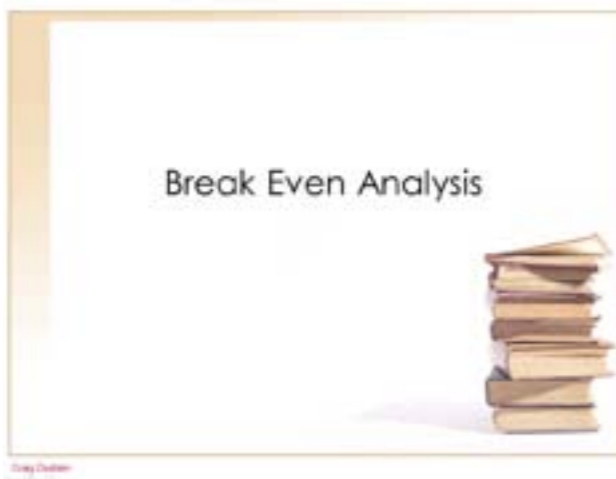
Format: Website

http://www.bized.co.uk/educators/level2/finance/presentation/costrevprof1_map.htm

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Break Even Analysis



PowerPoint presentation step by step guide to classification of costs, calculation of break-even and break even analysis chart. Includes some tasks which students can undertake to apply this theory.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO3

Cost: Free

Format: PowerPoint presentation available via the TES website
<http://www.tes.co.uk/teaching-resource/Break-Even-Analysis-Animated-Delivery-and-Tasks-6027709/>

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Marketing Mix



Theory presentation covering the four P's of marketing – pricing strategies, definition of 'product', distribution channels and methods of promotion.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO3

Cost: Free

Format: PowerPoint available via the TES website
<http://www.tes.co.uk/teaching-resource/The-4Ps-of-Marketing-6011102/>

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Market Research Worksheet

What is Market Research all about?



Well market research is all about finding out what your customers want.

Worksheet explaining the differences between primary and secondary market research, with examples. Also includes tasks for students to complete to apply their knowledge.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO3

Cost: Free

Format: Word document available from the TES website

<http://www.tes.co.uk/teaching-resource/Market-Research-6002803/>

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Production, Quality and Logistics



An interactive website explaining the production process used by Britvic in the manufacturing of Fruit Shoots drinks includes information about quality control, logistics and shipping.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO3

Cost: Free

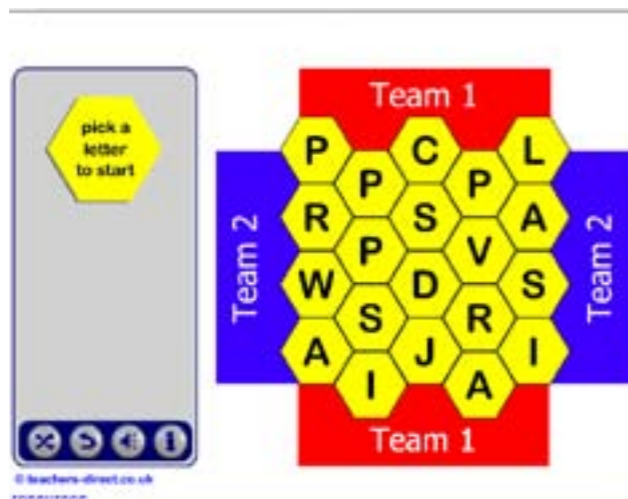
Format: Website

http://www.britviclearningzone.com/production/our_factories/locations.php

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Recruitment Revision Game



Blockbusters style revision game for assessing understanding of the recruitment process.

External Factors Affecting Business Decisions



Overview of external factors affecting business decisions, with links to various business case studies underneath.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO3

Cost: Free

Format: Website game
http://www.teachers-direct.co.uk/resources/quiz-busters/quiz-busters-game.aspx?game_id=17521

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Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO4

Cost: Free

Format: Interactive webpage
<http://businesscasestudies.co.uk/business-theory/external-environment/external-influences.html>

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Environmental Issues and Business Ethics

[revisionstation.co.uk](http://www.revisionstation.co.uk)

Environmental Issues and
Business Ethics

OCR GCSE A293

PowerPoint file identifying environmental issues and what well-known companies are doing to be more environmentally friendly – examples include Cadbury's, M&S and Unilever.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO4

Cost: Free

Format: PowerPoint

<http://www.revisionstation.co.uk/Environmental%20Issues%20and%20Business%20Ethics.pptx>

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Corporate Social Responsibility



You Tube video describing the importance of corporate social responsibility to Ben & Jerry's. Includes discussion of the issues that the company has become involved with and how they are continuing to act in a socially responsible way both in terms of running their company and utilising their influence.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO4

Cost: Free

Format: Youtube video

<http://www.youtube.com/watch?v=yQyGinvNrW&feature=related>

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Business Environment – How does the Economy affect Business?



Video resource explaining the impact that a recession can have on a business and what they could do to manage the impact of an economic downturn.

Supports: Level 1/2 Cambridge Nationals in Business and Enterprise
Unit R061: LO4

Cost: Free

Format: Video on website
<http://www.bbc.co.uk/learningzone/clips/how-does-the-economy-affect-business/10970.html>

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