

## **A Level Business – OCR (Current Year 12)**

### **Curriculum content**

	<b>Year 12</b>	<b>Year 13</b>
<b>Summer 2 (Roll over)</b>		<p><b><u>Financial Accounting</u></b> Ratio Analysis (Liquidity, Profitability, Efficiency, Solvency and Shareholder)</p> <p><b><u>Operations</u></b> Internal and External Quality Standards, Services, Location and Logistics</p> <p><b><u>Change</u></b> Causes and Effect of Change and Managing Change</p>
<b>Autumn 1</b>	<p><b><u>Introduction to Business</u></b> Enterprise, Business Sectors, Types of Business, Franchises and Franchisees, Business Functions, Business Size and Growth</p> <p><b><u>Business Objectives and Strategy</u></b> Stakeholders and Business Objectives, Mission Statements, Business Plan, Risk and Uncertainty, Measures of Performance: Financial and Non-Financial</p>	<p><b><u>Change</u></b> Causes and Effect of Change and Managing Change</p> <p><b><u>External Influences</u></b> Political Factors, Economic Factors, Social Factors, Technological Factors &amp; Ethical Factors</p>
<b>Autumn 2</b>	<p><b><u>Marketing</u></b> Marketing Objectives, Marketing Resources, Identifying Customer Needs, Anticipating Consumer Needs, Customers and Consumers</p> <p><b><u>Human Resources</u></b> Organisation, Recruitment, Selection, Training, Appraisal, Redundancy, Leadership, Motivation and Employer/Employee Relations</p>	<p><b><u>Business Objectives and Strategy</u></b> Corporate Social Responsibility, Strategy and Implementation, Business Plan, Contingency Planning and Crisis Management, Models of Strategic Choice and Opportunity Cost, Measures of Performance: Financial and Non-Financial &amp; Forecasting. Decision Making, Decision Trees, Ansoff Matrix &amp; Conflicts in Decision Making</p>
<b>Spring 1</b>	<p><b><u>Marketing</u></b> Product Life Cycle, Extension Strategies, Marketing Mix, Product, Place, Price and Promotion</p> <p><b><u>Human Resources Management</u></b></p>	<p><b><u>Revision and Exam preparation of all topics based on student needs in preparation for mock exams</u></b></p> <p><b><u>External Influences</u></b></p>

	Human Resource Objectives, Organisation Culture, Communication, Work Force Planning, Workforce Performance, Grievances	Legal Factors, Environmental Factors, Demand and Supply, The Market, Market Size and Market Growth, Market Dominance, Competition, International Trade and Free Trade and The Global Context
<b>Spring 2</b>	<p><b><u>Operations</u></b> Operations Management Objectives, Methods of Production, Added Value, Innovation, Research and Development, Services, Project Management &amp; Productivity</p> <p><b><u>Accounting and Finance within a Business Environment</u></b> Accounting and Finance Objectives, Accounting Concepts and Sources of Finance</p> <p><b><u>Management Accounting</u></b> Costs, Revenue and Profit, Break Even Analysis and Investment Appraisal</p> <p><b><u>Revision and Exam preparation of all topics based on student needs in preparation for mock exams</u></b></p>	Market Forces, Global Context, International Trade and Free Trade, European Union, Emerging Markets and the Global Environment
<b>Summer 1</b>	<p><b><u>Operations</u></b> Economies and Diseconomies of Scale, Capacity Utilisation and Management, Stock Control and Lean Production</p> <p><b><u>Management Accounting</u></b> Budgets and Variances, Cash Flow, Working Capital</p> <p><b><u>Financial Accounting</u></b> Income Statements, Statement of Financial Position, Depreciation</p>	<b><u>Revision and Exam preparation of all topics based on student needs</u></b>

## **Skills**

The skills developed throughout the course include:

- Recalling detailed information accurately
- Knowledge and understanding of different functional areas of Business.
- Applying knowledge and understanding of business processes, concepts, and theories in Business contexts.
- Analysing and Evaluating the impact on businesses in context
- Making justified judgements with supported reasoning
- Numeracy skills – calculations in each topic of the course
- Communication, presenting and problem solving skills

## **Assessment**

Internal formal assessment takes place on five occasions in Year 12 (including the mock exams) and two occasions in Year 13 in line with the school assessment policy. There will also be a series of departmental assessments and home works throughout Year 12 and 13 to support the more formal assessments. For the award of the qualification, this linear A Level from OCR is examined entirely by examination at the end of Year 13. There are three papers, each equally weighted:

Paper 1 – Operating in a Local Business Environment (2 Hours)

Paper 2 – The UK Business Environment (2 Hours)

Paper 3 – The Global Business Environment (2 Hours)

Each paper is made up of multiple choice, short response and extended answer questions linking to case studies.

Further details about the course can be found at: <https://www.ocr.org.uk/qualifications/as-and-a-level/business-h031-h431-from-2015/>

## **Sequencing Rationale**

Key departmental considerations for the course

- In accordance with the exam board specification, approximately 70% of knowledge/content is taught in Year 12, exam technique is built in throughout the teaching to prepare for regular assessments
- Year 13 has a more strategic approach to business so added focus is placed on technique as well as subject content
- There are multiple teaching teams across Year 12 and 13 (with varying combinations of teaching staff every year) so some degree of flexibility is built in to ensure that staff can choose their preferred topics based on experience
- The scheme of work identifies the sequential order for topics throughout Year 12 and Year 13, however topics will be shared between the two members of each teaching team (currently 3 groups in each year) according to the experience/preferences of each team. This allows consistency of topics in terms of each group studying the same topics at the same time but maintains the necessary flexibility to suit departmental staff.

#### Year 12 Autumn Term 1

- Topics selected to allow all students to access material and form an understanding of basic business terminology from different starting positions in terms of KS4 courses studied and students who may not have studied business previously
- These topics are also assessed using the initial judgement to ensure suitability on course, this also allows staff to identify prior understanding, ability and engagement with the subject
- Topics also linked to bridging work, linked to a case study research to apply early topics to a real-life business

#### Year 12 Autumn Term 2/Spring 1

- Human Resources and Marketing topics split and taught according to experience and preference of teaching teams (variable each academic year)
- Topics are fundamental areas of business content and have a significant part of the overall content specified to be delivered in Year 12 by the team board. To be assessed in formal assessments 1 and 2
- Assessments allow students to revisit previous topics to be revisited from Autumn Term 1 and also introduces long response question to prepare more effectively for subsequent mock examinations

#### Year 12 Spring 2

- Operations and Finance are the other 2 key functional areas of business and must be taught in advance of the mock paper which is wholistic in what is assessed
- Operations and Finance runs passed Summer 1 (mock examination takes place in the week after the Easter Holidays – teaching staff ensure that relevant topics have been taught in preparation)
- Full exam technique introduced for long response 15/20-mark exam questions, involving case study analysis and overview of all functional areas

#### Year 12 Summer 1 and 2

- Time allocated for feedback from the mock exams and resit opportunities if appropriate and necessary.
- Continuation of the content, working through remaining content of Operations and Finance as well as introducing new topic of Change and Change Management.

#### Year 13 Autumn Term

- External influences introduced, with a focus on PESTEL analysis, students afforded an opportunity to research and look at real life case studies in more depth – more project-based learning for external influences teaching to encourage a wholistic approach, essential for exam technique rather than looking at influences independently of each other

- Business Objectives and strategy contains larger in-depth topic areas with a more strategic overview of business decisions rather than a look at different functional areas – again allows the focus to be the business as a whole, bringing individual topics together to improve exam technique.
- Business Objectives and strategy contains multiple in-depth topics that students will not have studied previously, whether they studied GCSE or not, so taught in second year so that staff can ensure all students can access these topics and support according to ability

Year 13 Spring Term (and Summer pre-exams)

- Final outstanding topics taught .Completion of the international aspects of external influence to recap and revisit external influences, external influences taught as one topic, with Year 12 and 13 topics all taught at the same time. This allows students to be mindful of all aspects of external influences which are common across all three A level papers that they will sit in May/June
- Final part of the year is spent revising topics based on student need/request and preparing for final examinations, using past papers

**A Level Business – OCR (Current Year 13)**

**Curriculum content**

	Year 12	Year 13
Summer 2 (Roll over)		<u>External Influences</u> <u>Legal Factors, Environmental Factors, Demand and Supply, The Market, Market Size and Market Growth, Market Dominance,</u>

		<b><u>Competition, International Trade and Free Trade and The Global Context</u></b>
<b>Autumn 1</b>	<b><u>Introduction to Business</u></b> <b><u>Enterprise, Business Sectors, Types of Business, Business Functions, Business Size and Growth</u></b> <b>Business Objectives and Strategy</b> <b>Stakeholders and Business Objectives, Business Plan, Risk and Uncertainty, Measures of Performance: Financial and Non-Financial</b>	<b><u>External Influences</u></b> <b><u>Market Forces, Global Context, International Trade and Free Trade, European Union, Emerging Markets and the Global Environment</u></b> <b><u>Introduction to Business</u></b> <b><u>Franchise and Franchisees, External Growth, Mission Statement</u></b>
<b>Autumn 2</b>	<b><u>Management Accounting</u></b> <b><u>Sources of Finance, Costs, Revenue and Profit, Break Even Analysis and Investment Appraisal, Budgets and Variances, Cash Flow, Working Capital</u></b> <b><u>Marketing</u></b> Marketing Resources, Identifying Customer Needs, Anticipating Consumer Needs, Customers and Consumers	<b><u>Business Objectives and Strategy</u></b> <b><u>Corporate Social Responsibility, Strategy and Implementation, Business Plan, Contingency Planning and Crisis Management, Models of Strategic Choice and Opportunity Cost, Measures of Performance: Financial and Non-Financial &amp; Forecasting. Decision Making, Decision Trees, Ansoff Matrix &amp; Conflicts in Decision Making</u></b> <b><u>Operations</u></b> <b><u>Operations Management Objectives, Innovation, Research and Development, Project Management</u></b> Capacity Utilisation, Services, Location and Logistics, Services
<b>Spring 1</b>	<b><u>Financial Accounting</u></b> Income Statements, Statement of Financial Position, Ratio Analysis <b><u>Marketing</u></b> <b><u>Product Life Cycle, Marketing Mix, Product, Place, Price and Promotion</u></b>	<b><u>Accounting and Finance within a Business Environment</u></b> <b><u>Accounting Concepts, Costs, Revenue and Profit, Cash Flow Statements, Depreciation and Ratio Analysis</u></b> <b><u>Human Resources Management</u></b>
<b>Spring 2</b>	<b><u>Human Resources</u></b>	

	<p>Organisation, Recruitment, Selection, Training, Appraisal, Redundancy, Leadership, Motivation and Employer/Employee Relations</p> <p><b><u>Operations</u></b> Methods of Production, Added Value, Services, Productivity, Economies and Diseconomies of Scale</p>	<p>Human Resource Objectives, Organisation Culture, Communication, Work Force Planning, Workforce Performance, Grievances</p> <p><b><u>Marketing</u></b> <b><u>Marketing objectives, Identifying Customer Needs, Anticipating Consumer Needs, Extension Strategies and the Marketing Mix</u></b> <b><u>Change</u></b> <b><u>Causes and Effect of Change and Managing Change</u></b></p>
Summer 1	<p><b><u>Operations</u></b> <b><u>Capacity Utilisation and Management, Stock Control</u></b> and Lean Production, Internal and External Quality Standards, Services External Influences Political Factors, Economic Factors, Social Factors, Technological Factors &amp; Ethical Factors</p>	<p><b><u>Revision and Exam preparation of all topics based on student needs</u></b></p>

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#### Year 12 Spring 2

- Operations and Human Resources are the other 2 key functional areas of business and must be taught in advance of the mock paper which is wholistic in what is assessed (AS past papers used)
- Operations is a larger topic area and runs into Summer 1 (mock examination takes place in the week after the Easter Holidays – teaching staff ensure that relevant topics have been taught in preparation)
- Full exam technique introduced for long response 15/20-mark exam questions, involving case study analysis and overview of all functional areas

#### Year 12 Summer 1

- External influences introduced, with a focus on PESTEL analysis, students afforded an opportunity to research and look at real life case studies in more depth – more project-based learning for external influences teaching to encourage a wholistic approach, essential for exam technique rather than looking at influences independently of each other

#### Year 13 Autumn Term

- Completion of the international aspects of external influence to recap and revisit external influences, external influences taught as one topic, with Year 12 and 13 topics all taught at the same time (as opposed to functional areas which are split into year 12/13 content). This allows students to be mindful of all aspects of external influences which are common across all three A level papers that they will sit in May/June
- Business Objectives and strategy contains larger in-depth topic areas with a more strategic overview of business decisions rather than a look at different functional areas – again allows the focus to be the business as a whole, bringing individual topics together to improve exam technique.
- Business Objectives and strategy contains multiple in-depth topics that students will not have studied previously, whether they studied GCSE or not, so taught in second year so that staff can ensure all students can access these topics and support according to ability

#### Year 13 Spring Term (and Summer pre-exams)

- Final outstanding topics taught, less content left to cover for HR, Marketing and Change so left until after the A level mock examinations in February (past papers specifically chosen to allow student to be fully prepared)

- Finance topics taught as specified by the exam board as Year 13 content. This has been left as again the topics are finance as a tool to make strategic decisions rather than as standalone financial tools
- Final part of the year is spent revising topics based on student need/request and preparing for final examinations, using past papers