

A Level Business - OCR

Curriculum content

	Year 12	Year 13
Summer 2 (Roll over)		<p><u>External Influences</u> 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</p>
Autumn 1	<p><u>Introduction to Business</u> Enterprise, Business Sectors, Types of Business, Business Functions, Business Size and Growth</p>	<p><u>External Influences</u> Market Forces, Global Context, International Trade and Free Trade, European Union, Emerging Markets and the Global Environment</p>
Autumn 2	<p><u>Business Objectives and Strategy</u> Stakeholders and Business Objectives, Business Plan, Risk and Uncertainty, Measures of Performance: Financial and Non Financial</p> <p><u>Management Accounting</u> Sources of Finance, Costs, Revenue and Profit, Break Even Analysis and Investment Appraisal</p> <p><u>Marketing</u> Marketing Resources, Identifying Customer Needs, Anticipating Consumer Needs, Customers and Consumers</p>	<p><u>Introduction to Business</u> Franchise and Franchisees, External Growth, Mission Statement</p> <p><u>Business Objectives and Strategy</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 & Forecasting</p>
Spring 1	<p><u>Management Accounting</u> Budgets and Variances, Cash Flow, Working Capital</p> <p><u>Financial Accounting</u> Income Statements, Statement of Financial Position, Ratio Analysis</p> <p><u>Marketing</u> Product Life Cycle, Marketing Mix, Product, Place, Price and Promotion</p>	<p><u>Business Objectives and Strategy</u> Decision Making, Decision Trees, Ansoff Matrix & Conflicts in Decision Making</p> <p><u>Accounting and Finance within a Business Environment</u> Accounting Concepts, Costs, Revenue and Profit, Cash Flow Statements, Depreciation and Ratio Analysis</p> <p><u>Human Resources Management</u> Human Resource Objectives, Organisation Culture, Communication, Work Force Planning, Workforce Performance, Grievances</p>
Spring 2	<p><u>Human Resources</u> Organisation, Recruitment, Selection, Training, Appraisal, Redundancy, Leadership, Motivation and Employer/Employee Relations</p>	<p><u>Marketing</u> Marketing objectives, Identifying Customer Needs, Anticipating Consumer Needs, Extension Strategies and the Marketing Mix</p>

	<p><u>Operations</u> Methods of Production, Added Value, Services, Productivity, Economies and Diseconomies of Scale</p>	<p><u>Operations</u> Operations Management Objectives, Innovation, Research and Development, Project Management</p>
<p>Summer 1</p>	<p><u>Operations</u> Capacity Utilisation and Management, Stock Control and Lean Production, Internal and External Quality Standards, Services</p> <p><u>External Influences</u> Political Factors, Economic Factors, Social Factors, Technological Factors & Ethical Factors</p>	<p><u>Operations</u> Capacity Utilisation, Services, Location and Logistics, Services</p> <p><u>Change</u> Causes and Effect of Change and Managing Change</p>

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/>