



Business

GCSE 2012

Applied Business

Teachers' Handbook

J213/J226

Version 1

September 2012

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Introduction

OCR's GCSE in Applied Business entered first teaching in September 2009.

We have improved the quality of our GCSEs for teachers and students alike. We've made improvements in two key areas: updated and relevant content and a focus on developing students' personal, learning and thinking skills.

In addition and in response to reforms announced by the Government and in response to Ofqual mandated changes to GCSEs, unitised assessment of this qualification is being replaced by linear assessment from September 2012. This means that candidates commencing a two year course from September 2012 will take all of their GCSE units at the end of the course in June 2014.

The main changes are:

- Controlled assessment and examinations will be summative
- Examinations provide opportunity for extended writing and more varied question types
- All GCSEs will meet the requirements of the Equality Act.

OCR offers a range of support materials, developed following extensive research and consultation with teachers. We've designed them to save you time when preparing for the specification and to support you while teaching them.

It is important to make the point that this Teachers' Handbook plays a secondary role to the specifications themselves. The GCSE in Applied Business specification is the document on which assessment is based: it specifies what content and skills need to be covered. At all times therefore, the Teacher Handbook should be read in conjunction with the Specification. If clarification on a particular point is sought, then that clarification must be found in the Specification itself.

Subject specific guidance

Delivery Model

Candidates starting a two year course from 2012 will take all of their units in the same series that they will certificate for the qualification. Examinations will now only be available during the June series.

Centres are still able to schedule controlled assessment tasks, as appropriate, at any point during the academic year, but candidates can only be entered for controlled assessment units at the end of the course, in the series that the candidate is certificating.

Single Award

A241 Examination 40%	A242 Controlled Assessment 60%
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Double award

A241 Exam 20%	A242 Controlled assessment 30%	A243 Exam 20%	A244 Controlled assessment 30%
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Where a candidate is taking GCSE (Double Award) for the first time and where they have not previously been awarded the GCSE (Single Award) from the same specification a 100% terminal rule applies. Candidates must enter for all their units in the series in which the qualification is certificated.

Candidates who have already been awarded the GCSE (Single Award) and decide to move on to the GCSE (Double Award) can either:

- Re-take all of the GCSE (Single Award) units alongside the additional units required for the GCSE (Double Award). The new results for the units that have been re-taken will then be used to calculate the GCSE (Double Award) grade; any results previously achieved will not be re-used.
- Re-take the externally assessed unit from the GCSE(Single Award) alongside the additional units required for GCSE (Double Award) and carry forward the result for the controlled assessment unit that was previously used towards the GCSE (Single Award). The new result for the externally assessed GCSE (Single Award) unit will then be used in the calculation of the GCSE (Double Award) grade.
- Take just the additional units required for GCSE (Double Award) and carry forward the result for the GCSE.

Resources

Resource list for A241 – Business in action

www.bized.co.uk

A very detailed website. You need to access Level 2 business studies and then will find a range of resources, presentations, notes, questions related to Applied Business. The company information section contains FAQs from many public limited companies.

<http://www.bized.co.uk/virtual/economy/>

This part of bized allows candidates to see changes in economic factors useful for section 3.1.10 – Use of relevant terms, concepts and methods – to understand business and economic behaviour.

<http://www.bized.co.uk/virtual/cb/welcome.htm>

This virtual company section is particularly useful for Applied Business. It shows case studies of many areas of business.

www.businessstudiesonline.co.uk

This website has a link to GCSE Applied Business and then you have options between theory notes, questions and other activities. These are arranged by subject content. You have to subscribe to gain access to the whole site.

www.thetimes100.co.uk

Case study information on 100 companies. There is information in the teachers' zone to help with planning and preparation to include lesson plans and answer sheets. The lesson plans are designed to be used in class, homework or even cover lessons.

www.oxfam.org.uk

For resources on ethics.

www.bbc.co.uk/schools/teachers/keystage_4/topics/business_studies.shtml

This BBC website has revision exercises that would be useful for candidates in preparing for the A241 examination.

www.cipd.co.uk

The Chartered Institute of Personnel and Development has many resource sheets available. These could be used to stretch and challenge higher ability candidates.

<http://www.bbc.co.uk/dragonsden>

The famous TV programme has its own website which contains a lot of business studies theory, particularly about enterprise. There is also a very thorough glossary of terms used in the programmes.

http://www.free-teaching-resources.co.uk/business_studies_key_stage_4.shtml

This link takes you to free resources from charities, museums as well as companies.

http://corporate.marksandspencer.com/aboutus/student_info

Marks and Spencer has a range of information available to candidates about their business.

<http://plana.marksandspencer.com/>

Plan A is particularly useful for the ethics and sustainability section.

<http://www.mcdonalds.co.uk/?f=y>

The McDonald's website contains candidate information about the company and also about franchising.

<http://www.teachcit.com/index.asp?CurrMenu=365>

This is primarily a website for Citizenship teachers but the information on ethics and sustainability would be useful in section 3.1.9 – Business within society – ethics and sustainability. For full access to this website you will need to subscribe.

<http://www.teachernet.gov.uk/teachingandlearning/resourcematerials/Resources/index.cfm>

Enter Business studies and then the key stage and you will have links to many other resources including lesson plans, case studies.

<http://www.chalkface.com/>

A range of teaching resources are available from this website, some are free.

http://www.tutor2u.net/revision_notes_business_gcse.htm

Tutor2u has many resources for business studies teachers. The above link takes you to revision notes where you can select particular areas of content and access related notes. Covers most areas of A241.

http://www.teach-ict.com/gcse/gcse_topics.html

This website is for candidates studying GCSE ICT but some of the resources will be very appropriate in section 3.1.7 – Changing use of ICT – in business and economic activities when looking at the changing use of ICT.

Barrett, R (2002) Applied Business GCSE, Nelson Thornes

Carysforth, C, Neild, M (2002) GCSE Applied Business for OCR, Heinemann

Denby, N, Thomas, P (2002) GCSE in Applied Business

Fardon, M et al (2002) GCSE Applied Business, Osborne

SurrIDGE, M (2002) Applied Business for GCSE, Collins

Strang, J et al (2007) ASK (Attitudes, Skills, Knowledge): How to teach Learning to Learn in the Secondary School – useful ideas for skills eg research

A text book for this new GCSE in Applied Business J213 and J226 is currently being produced in conjunction with Hodder Education, which will be available in Summer 2009.

Resource list for A243 – Working in business

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Other forms of Support

In order to help you implement the GCSE in Applied Business Specification effectively, OCR offers a comprehensive package of support. This includes:

Published Resources

OCR offers centres a wealth of quality published support with a fantastic choice of 'Official Publisher Partner' and 'Approved Publication' resources, all endorsed by OCR for use with OCR specifications.

Publisher partners

OCR works in close collaboration with three Publisher Partners; Hodder Education, Heinemann and Oxford University Press (OUP) to ensure centres have access to:

- Better published support, available when you need it, tailored to OCR specifications
- Quality resources produced in consultation with OCR subject teams, which are linked to OCR's teacher support materials
- More resources for specifications with lower candidate entries
- Materials that are subject to a thorough quality assurance process to achieve endorsement

Hodder Education is the publisher partner for OCR GCSE in Applied Business



Hodder Education is producing the following resources for OCR GCSE in Applied Business for first teaching in September 2009, which will be available in July 2009.

OCR Applied Business Studies for GCSE (Double Award)
Karen Hough, Rebecca Bentley
ISBN: 978 0340 987391
Published: 28/08/2009

Approved publications

OCR still endorses other publisher materials, which undergo a thorough quality assurance process to achieve endorsement. By offering a choice of endorsed materials, centres can be assured of quality support for all OCR qualifications.



Endorsement

OCR endorses a range of publisher materials to provide quality support for centres delivering its qualifications. You can be confident that materials branded with OCR's "Official Publishing Partner" or "Approved publication" logos have undergone a thorough quality assurance process to achieve endorsement. All responsibility for the content of the publisher's materials rests with the publisher.

These endorsements do not mean that the materials are the only suitable resources available or necessary to achieve an OCR qualification. Any resource lists which are produced by OCR shall include a range of appropriate texts.

Professional Development

The 2012-13 OCR Professional Development Programme offers more accessible and more cost effective training, with the same valued content that you expect from us.

At OCR, we are constantly looking for ways in which we can improve the support we offer to teachers. Most recently we have been considering the increasing challenges that schools face in releasing teachers for INSET, and how OCR can make its professional development programme more accessible and convenient for all.

From September 2012, our new improved programme will include:

- FREE online professional development units available when and where you want them
- FREE live web broadcasts of professional development events
- FREE face to face training for GCSE controlled assessment and GCE coursework
- A series of 'not to be missed' premier professional development events.

For more information, please email training@ocr.org.uk or visit www.ocr.org.uk/training.

e-Communities

The OCR community is a place where you can collaborate with colleagues around subjects and discuss education and assessment. Join your subject group to share resources, join discussions and collaborate around specific qualifications.

Visit <http://social.ocr.org.uk/groups/business-studies>, for the GCSE in Applied Business (J213 and J226).

Interchange

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>

Frequently Asked Questions

A241 – Business in action

Can candidates re-sit their external examinations?

Yes but only in its entirety. Re-sitting individual units mid-course is no longer possible.

How many businesses do I need to get my candidates to study?

There is no actual number given but you need to make sure that candidates gain knowledge and understanding of the whole unit and apply the theory to a range of businesses.

Do I need to form links with local businesses?

Candidates need to investigate a range of local and/or national business contexts. You might find prominent local business people are also parents/governors and so contact could be made easier. Any links already established can be used on the new specification ensuring that the appropriate theory is covered.

The businesses in my local area are all from the same sector. Can I use case study material to fill the gaps in candidates' knowledge?

Yes, case studies can be used as additional resources and will only serve to reinforce the learning package offered to candidates.

In the examination do candidates need to name a business they have studied?

Yes, if the question asks them to do this, they must name the business they are writing about. A space will be provided for them to write the name of the business. Wherever relevant, real business examples should be used in this applied examination.

Can my candidates use a different business for different examinations questions?

Yes, but they must write in the name of the business each time in the space provided.

For religious/cultural reasons, I am unable to take my candidates out on visits. How can I make my teaching applied?

Part of the school may be run as a business eg - the canteen or adjacent leisure centre. It is possible to use these facilities. You can also arrange for guest speakers to come to your school/college to talk directly to your candidates.

All the functional areas of business are covered in section 2.1.3 – Business organisation – how businesses organise themselves - and are then mostly repeated elsewhere. How much detail is needed in A241?

This is an introduction to the functional areas. Check with the suggested scheme of work on our website www.ocr.org.uk, to see how much time is recommended for each area.

Where can I obtain guidance about what the examination might look like?

The specimen assessment materials are available on our website www.ocr.org.uk. Sections 2.1.1 to 2.1.10 of the specification contain guidance about what candidates might be asked in relation to the businesses they have studied.

Many lists of examples are given in the specification. Are these lists exhaustive?

No, they are for information only to help you understand the direction of the specification content. Candidates can draw on other relevant examples in their examination.

The specification says my candidates may need to evaluate parts of the content in relation to a business they have studied. How can I enable lower ability candidates to evaluate? Will they be heavily penalised in the examination if they can't do this?

Candidates need to learn the skill of evaluation. The English department may be using a technique called PEE – point, evidence, explanation/evaluation. Rather than just making a decision they need to be able to explain why they made the decision (based on evidence).

To make some question more accessible, they will be broken down in bullet points telling the candidates what they need to include in their answer. This should allow all candidates to access higher levels of the mark scheme.

I have heard about computer based testing (CBT). Will this be available for the Applied Business examinations?

At present, OCR is piloting CBTs in a small number of subjects. Once these pilots have been successfully completed, CBTs will be available to more specifications.

What are the deadlines for entering candidates for examinations? Can I make a late entry at a higher fee?

Entries must be made for units to the published deadlines. If entries are not made by the final entry date then a late fee charge will be made.

With the legacy specification some of my candidates were allowed readers/scribes in their examination. Are the same arrangements available with the new specification?

Yes, further guidance can be found in section 6.2 of the specification. Centres need to apply to OCR as before.

How long should I spend teaching the theory?

The guided learning hours are 60 – 70 for this unit. Guided learning hours includes candidates' independent study (eg; research, homework). You will need to allocate some time for revision before the examination itself. OCR has produced a scheme of work available on the website to show you how you could break this down.

Are my candidates assessed for their quality of written communication in the written examination?

Yes, QWC is embedded in a number of level-response questions. These will be marked with an asterisk (*) so that candidates will know this when they are answering these questions.

Ethics and sustainability is a new area for me to teach. Any ideas?

You will probably find other subject areas in your school/college already covering these topics eg: Citizenship, Geography. Oxfam has a range of downloadable resources that could be useful. (See resources list for more information).

Where can I share resources/case studies with colleagues?

The OCR e-community is the place to share resources. An e-community has been set up for the new specification which will provide a valuable forum for teachers to share good practice in relation to the delivery of this unit.

<http://social.ocr.org.uk/groups/business-studies> – the community for the GCSE in Applied Business (J213 and J226).

Do the candidates have to complete a period of work experience for the demands of the specification to be met?

Teaching aids such as DVDs, the Internet and case studies can be used, but delivery must emphasise the vocational element. Work experience is desirable but not mandatory and candidates can also find that visits to local organisations are very valuable.

Does the examination have pre-release material?

No the examination is based on unseen material.

When can I take the exams for this subject?

The exams will be available from 2014 in the June series.

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Contact us

Keep up to date with the latest news by registering to receive e-alerts at www.ocr.org.uk/updates

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Facsimile 01223 552627

Email general.qualifications@ocr.org.uk

