



RESOURCES LINK LEVEL 2

VERSION 1 JUNE 2012

BUSINESS

Level 2 and Level 3

WELCOME

Resources Link is an e-resource, provided by OCR, for teachers of Cambridge Technicals in Business. 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 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.



Introduction to franchising



This BBC webpage shows a video clip introducing pupils to franchising as a form of business ownership.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 1

Cost: Free

Format: Website

<http://www.bbc.co.uk/news/business-17192065>

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at

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Office for National Statistics



This website gives the latest official government data on the UK economy.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 1

Cost: Free

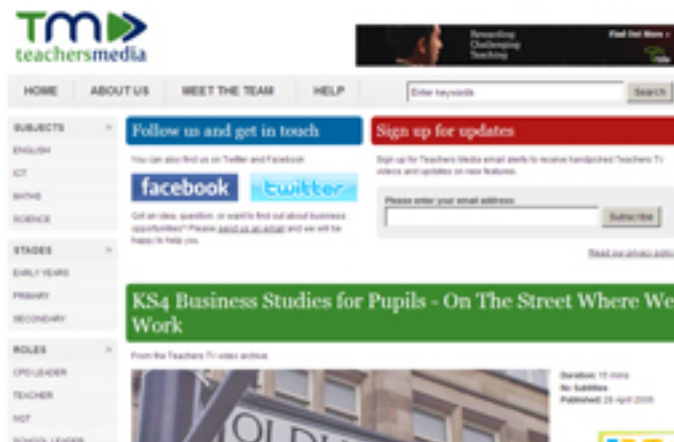
Format: Website

www.ons.gov.uk/ons/key-figures/index.html

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at

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On the street where we work



This website has a video which covers three different types of businesses all located on the same street. It looks at a sole trader, a private limited company and a social enterprise. It can be used in full (approximately 14 minutes in length), or split into the different business types.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 1

Cost: Free

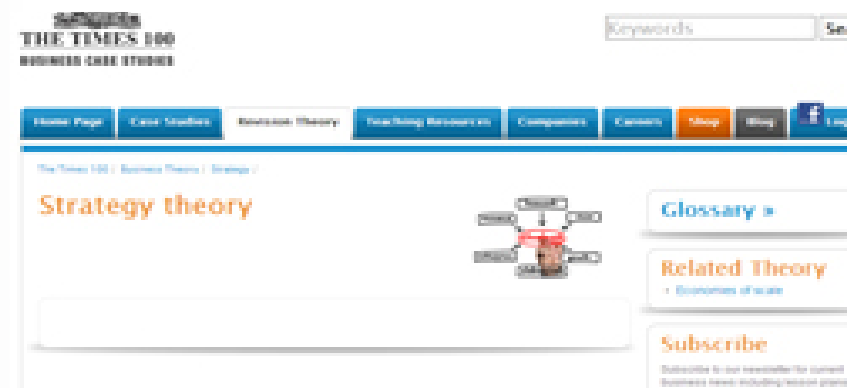
Format: Website

www.teachersmedia.co.uk/videos/ks4-business-studies-for-pupils-on-the-street-where-we-work

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Primary, secondary and tertiary activity



This website explains the theory of primary, secondary and tertiary activities in business and links to a relevant case study.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 1

Cost: Free

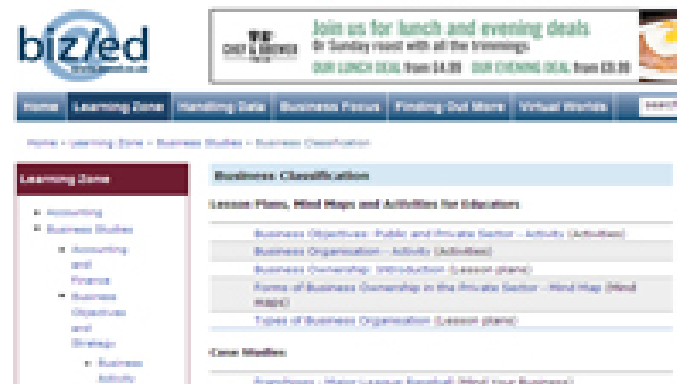
Format: Website

<http://businesscasestudies.co.uk/business-theory/strategy/primary-secondary-and-tertiary-activity.html>

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at

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Business classification lesson plans and worksheets



This website contains a range of resources to help students identify business classification and structure.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 1

Cost: Free

Format: Website

www.bized.co.uk/learn/business/strategy/classification/index.htm

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Internal organisation



A webpage that explains how a business may structure itself internally.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 2

Cost: Free

Format: Website

<http://businesscasestudies.co.uk/business-theory/strategy/internal-organisation.html>

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at

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Quiz Busters



This is a resource website managed by teachers for teachers. The purpose of this website is to provide teachers with quizzes to support their students' knowledge and understanding of business.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 2

Cost: Free

Format: Website

www.teachers-direct.co.uk/resources/quiz-busters/quiz-busters-game.aspx?game_id=7274

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Mission statements



This webpage contains a presentation to introduce students to the concept of mission statements and explains how they fit into the hierarchy of business aims and objectives.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 2

Cost: Free

Format: Website

<http://tutor2u.net/blog/index.php/business-studies/comments/revision-presentation-mission-statements>

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We're on a Mission



This webpage has an interactive drag and drop activity using mission statements of real businesses.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 2

Cost: Free

Format: Website

<http://bsonline.me.uk/y6coJL>

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Functions in an organisation



A webpage explaining functional areas within a business.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 4

Cost: Free

Format: Website

<http://businesscasestudies.co.uk/business-theory/strategy/functional-areas-within-the-business.html>

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Jobcentre Plus

This website allows you to search for a range of jobs and view the job description and term and conditions for various job titles.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 4

Cost: Free

Format: Website with printable documents

<http://jobseekers.direct.gov.uk/homepage.aspx?sessionId=50b98ce6-718b-4646-8754-857275e3adea&pid=3>

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Chartered Institute of Personnel and Development (CIPD)

This website gives you access to hundreds of factsheets and guides, including personnel recruitment and selection.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 4

Cost: Free - registration required

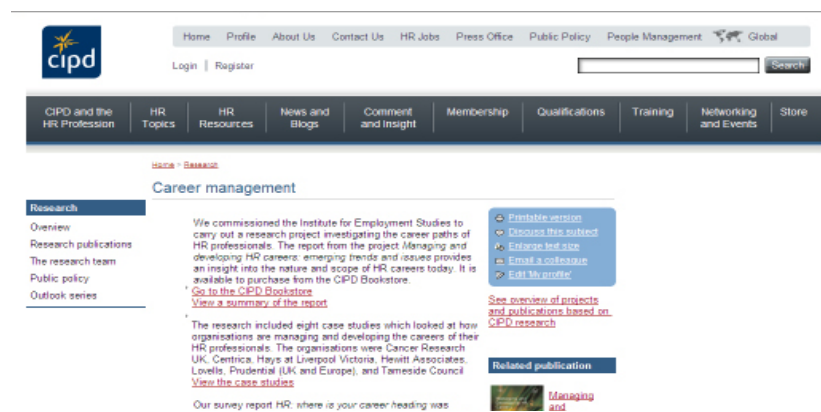
Format: Website with access to PDF documents

www.cipd.co.uk/hr-resources/factsheets/recruitment-overview.aspx

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CIPD career planning



This webpage contains eight case studies on the career planning of Human Resource (HR) professionals.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 4

Cost: Free

Format: Website with access to further PDF's on subject

www.cipd.co.uk/research/_carman.htm

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Sector Skills Council



A website that focuses on skills and employment systems in the UK.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 4

Cost: Free

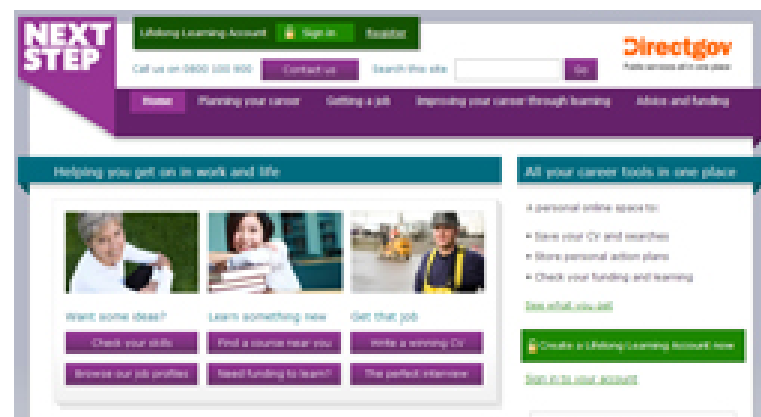
Format: Website

www.sscalliance.org/

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Careers link



Next Step is a government website giving advice on future skills, careers and work choices.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 4

Cost: Free

Format: Website

<https://nextstep.direct.gov.uk/Pages/home.aspx>

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Career planning template



This webpage provides a template students may use to plan careers, including self-employment.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 4

Cost: Free

Format: Website

www.businessballs.com/career-planner-template.htm

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Job analysis



This webpage explains the role of job analysis and its relationship to the job description.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 4

Cost: Free

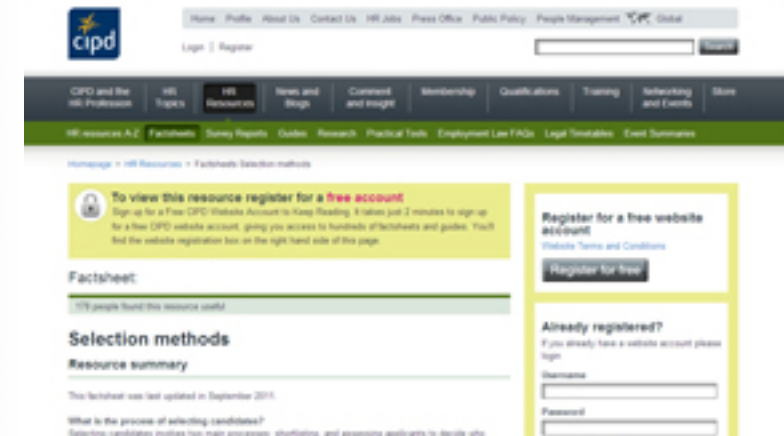
Format: Website

http://tutor2u.net/business/people/recruitment_jobanalysis.asp

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Recruitment selection methods



This webpage provides a summary of the selection methods used in recruitment. Further factsheets are available after registration.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 4

Cost: Free – register for free access

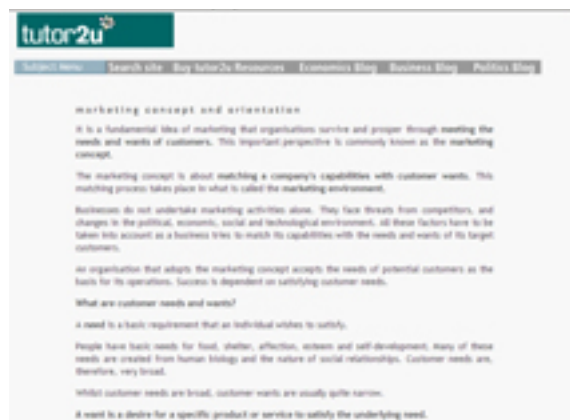
Format: Website

www.cipd.co.uk/hr-resources/factsheets/selection-methods.aspx

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Marketing concepts



This website features an introduction to marketing concepts. Further links provide information on marketing activities such as analysis, segmentation and research.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Free

Format: Website

http://tutor2u.net/business/marketing/marketing_concept.asp

If you know of any resources that you think should appear here, or if you identify broken links please let us know. We would also like to hear from you with your feedback about your use of any of the resources listed here. Please contact us at

resourcesfeedback@ocr.org.uk

Writing a marketing plan



A webpage that introduces the concept of a marketing plan and how to write one.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Free

Format: Website

www.businesslink.gov.uk/bdotg/action/layer?topicId=1073869186

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What is marketing mix?



A website that describes what a marketing mix is, with access to more detailed resources after free registration.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Free

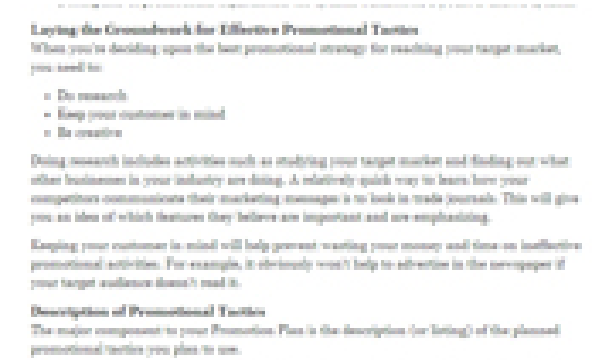
Format: Website

<http://marketingteacher.com/lesson-store/lesson-marketing-mix.html>

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Promotional planning



This webpage explains product promotional planning and the promotional tools available that businesses may use.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Free

Format: Website

www.smallbusinessnotes.com/marketing-your-business/promotion-plan.html

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Cambridge Satchel Company



An example of the success of a small business, setup by a mother and daughter in 2008.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Free

Format: Guardian article

www.guardian.co.uk/lifeandstyle/2011/jun/03/british-satchel-maker-fashion-world

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Advertising



This website contains a collection of short YouTube video clips from and about the advertising industry.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Free

Format: Website

www.theadclass.com/education/using-youtube-to-teach-advertising-creativity

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Marketing research



A website that describes marketing research - learn about primary and secondary methods, with access to more detailed resources after free registration.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Free

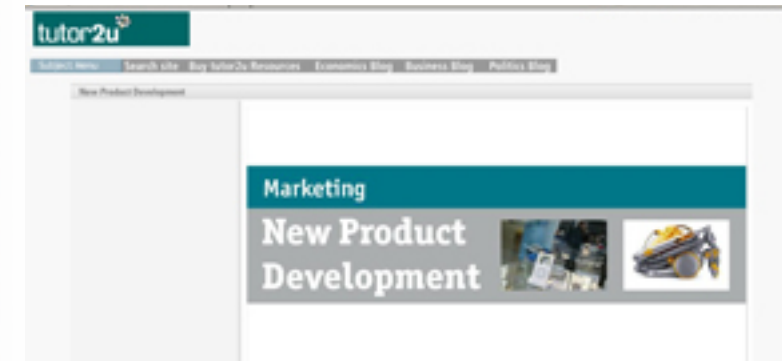
Format: Website

<http://marketingteacher.com/lesson-store/lesson-marketing-research.html>

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New product development



A webpage that contains a two minute presentation on new product development.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Free

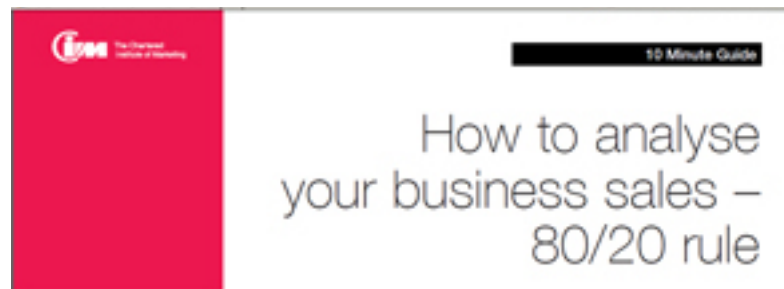
Format: Website

<http://tutor2u.net/business/presentations/marketing/newproductdevelopment/default.html>

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How to analyse your business sales



A Chartered Institute of Marketing guide to analysing business sales.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Free

Format: Website to a factsheet

www.cim.co.uk/filestore/resources/10minguides/8020rule.pdf

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Textbook



Marketing Concepts and Strategies

Dibb S, Simkin L, Pride W M and Farrell O C – (Houghton Mifflin (Academic),2005)

ISBN 061853203X

This textbook covers the processes and associated concepts of strategic marketing.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Approximately £49.00

Format: Textbook

www.amazon.co.uk/Marketing-Concepts-Strategies-C-Ferrell/dp/061853203X

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Textbook



Business Studies, 3rd Edition
Hall D, Jones R and Raffa C – (Causeway Press Ltd, 2004) ISBN 1902796837

This textbook contains case studies, exercises and scenarios to aid students' understanding of key business concepts.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Approximately £13.00

Format: Textbook

www.amazon.co.uk/s/ref=nb_sb_noss?url=search-alias%3Dstripbooks&field-keywords=+ISBN+1902796837

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Textbook



Essentials of Marketing Research
Proctor T – (FT Prentice Hall, 2005) ISBN 0273694944

This textbook introduces the major concepts of marketing research. It contains information on new developments, particularly in the areas of qualitative data analysis and marketing decisions support systems.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Approximately £48.00

Format: Textbook

www.amazon.co.uk/Essentials-Marketing-Research-Tony-Proctor/dp/0273694944/ref=sr_1_1?s=books&ie=UTF8&qid=1330939210&sr=1-1

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Journals

Business Review Magazine (Phillip Allan Publishers)

Campaign (Haymarket Business Subscriptions)

Marketing (Haymarket Business Subscriptions)

Marketing Week (Centaur Communications Ltd)

Subscription magazines that contain topical articles on current business issues. Some contain specially written case studies for students.

Supports: OCR Level 2 Cambridge Technical Certificate in Business - Unit 5

Cost: Various subscription fees

Format: Journal

<http://magazines.philipallan.co.uk/Magazines/Business-Review.aspx>

<http://www.campaign-magazine.co.uk>

<http://www.haymarketbusinesssubs.com/magazine/MKP/marketing/>

<http://www.marketingweek.co.uk/>

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BUSINESS

Level 2 and Level 3