

RESOURCES LINK EVEL 3 VERSION 1 JUNE 2012



Cambridge TECHNICALS

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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.













Business structure



A short video clip (approximately eight minutes) that outlines the different types of internal business structures.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 1 |
|------------|---|
| Cost: | Free |
| Format: | YouTube video |
| www.youtub | e.com/watch?v=R-m8grawp1k&feature=plcp&context=C335297fUDC EgsToPDskKvz9syZ4fUOFdCCcBlOl17 |

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

Answer rach diverse, dreak the gogles of your statisticider satisfaction, and keep an eye or the new report. You write here are yeer - good lead? This game last for approximately 3HRTY wintes. The games contents are dream from general-business does across all indicates, and are wolfseed on 8T experience or policies.

An interactive game from British Telecom, which looks at the impact of business decisions on stakeholders.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 1 |
|---------------------------------------|--|
| Cost: | Free |
| Format: | Website |
| · · · · · · · · · · · · · · · · · · · | otplc.com/Responsiblebusiness/Ourstory/Interactivegames/ ssDilemmas/flash/index.htm |

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The Better Business Game

You are about to experience what I can be like to manage social and environmental issue in a business - are you up to the stateget? As the new Chief Eurocetric Officer (i.e. the boas) of your company you will be advect to

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company through the next twolve months.









Organisational structure



A revision presentation that outlines the main types of internal organisational structures.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 1 |
|-----------|--|
| Cost: | Free |
| Format: | Website |
| www.tu | tor2u.net/business/presentations/people/orgstructure/player.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 resourcesfeedback@ocr.org.uk

Supply and demand



This website contains interactive exercises that explore the concepts of supply and demand and the effects on the market.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 1 |
|-----------|--|
| Cost: | Free |
| Format: | Website |
| www.bize | d.co.uk/learn/economics/markets/mechanism/interactive/part1.htm |

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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World population pyramid

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An interactive data source which shows historical demographic changes, as well as predicted changes, by country.

| Cost:FreeFormat:Websitewww.worldlifeexpectancy.com/world-population-pyramid | Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 1 | |
|---|-----------|--|--|
| | Cost: | Free | |
| www.worldlifeexpectancy.com/world-population-pyramid | Format: | Website | |
| | | www.worldlifeexpectancy.com/world-population-pyramid | |

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

Sources of finance



A short video clip (approximately seven minutes) that explains a range of different sources of finance in business.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 1 |
|------------|--|
| Cost: | Free |
| Format: | Video clip |
| www.youtuk | pe.com/watch?v=5ll0mKg6-yl&feature=plcp&context=C34d7df4UDOEg sToPDskKg6L0ZYciTzzPVO7vAfyFg |

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



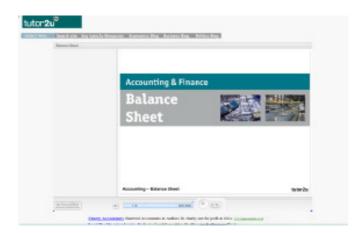








Balance sheet



A webpage that contains a three minute presentation on balance sheets.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 1 |
|-----------|---|
| Cost: | Free |
| Format: | Website |
| www.tuto | r2u.net/business/presentations/accounts/balancesheet/default.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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Ratio analysis

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| 10-70 10-70 | 4 100 | • | et, people and equipment. = Nett Profilit I formulas, Nou can use eau Cash of | 16 |

A webpage that contains an interactive drag and drop activity demonstrating the main ratios.

| SI | upports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 1 |
|----|----------|--|
| C | ost: | Free |
| Fo | ormat: | Website |
| | | www.skillsspace.co.uk/media/16p_ratio_analysis.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











The trading, profit and loss account word scramble



This webpage contains an interactive word scramble activity to reinforce the key terms used on a profit and loss account.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 1 |
|-----------|--|
| Cost: | Free |
| Format: | Website |
| www.busin | essstudiesonline.co.uk/GIAF/BSOWSc/BSOWScTPL13/Wordscramble. 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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Employability skills



A website which introduces employability skills, with several links to further information.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 1 |
|-----------|--|
| Cost: | Free |
| Format: | Website |
| | http://www.kent.ac.uk/careers/sk/skillsintro.htm |
| | |

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











Branding



A website that introduces the basics of branding in business, with links to further information.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 3 |
|-----------|--|
| Cost: | Free |
| Format: | Webpage plus links to further resources, also free |
| ww | w.businesslink.gov.uk/bdotg/action/layer?topicId=1073903636 |

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

Relationship marketing



A one minute presentation introducing relationship marketing.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 3 |
|-----------|---|
| Cost: | Free |
| Format: | Powerpoint |
| http://tu | tor2u.net/business/presentations/marketing/relationshipmarketing/ default.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













Advertising Standards Agency (ASA)



The UK's independent regulator of advertising across all media. The website contains case studies of companies who have been challenged for poor marketing practice.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 3 |
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| Cost: | Free |
| Format: | Website |

http://asa.org.uk/

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resourcesfeedback@ocr.org.uk

all modia. The website contains case

Writing a marketing plan



This Business link webpage explains how to write a marketing plan, with some useful further links for more detailed work.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 3 |
|-----------|--|
| Cost: | Free |
| Format: | Website |

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

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











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 3 Cambridge Technical Certificate in Business - Unit 3 |
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| Cost: | Free |
| Format: | Website |
| http:/ | //marketingteacher.com/lesson-store/lesson-marketing-mix.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

resourcesfeedback@ocr.org.uk

Promotional planning



This webpage explains product promotional planning and the promotional tools available to businesses.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 3 |
|-----------|--|
| Cost: | Free |
| Format: | Website |
| www.sma | llbusinessnotes.com/marketing-your-business/promotion-plan.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











Consumer legislation

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| Televane Cont | Order 1987 | Regulations 2008 | |
| (an help | Contracts (Signs of Two Particul Act 1998) | Errors Agents Act 1979 | |
| About Do. | | | |

A website which gives an overview of both the civil and criminal legislation that protects consumers.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 3 |
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| Cost: | Free |
| Format: | Website |
| | www.consumerline.org/legislation/ |

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

Organisational culture and values

| | Vision and values: organisational culture and values competitive advantage | ues as a source of |
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| | Vision and Vision inclutes a number of Lass features from the season's companies, implications for policy and practice and details of feas some aspects of vision and values can be measured and manipal. | |
| | What is organisational culture? | |

This webpage provides an overview of of organisational culture and values and the links to competitive advantage.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 3 |
|-----------|--|
| Cost: | Free |
| Format: | Website and printable |
| | www.cipd.co.uk/research/_visionandvalues.htm |

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













Cash flow simulation



A webpage containing a cash flow simulation game.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 4 |
|-----------|--|
| Cost: | Free |
| Format: | Website |
| www.biz | ed.co.uk/learn/business/accounting/cashflow/simulation/game.htm |

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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A webpage that introduces the use of ratio analysis when interpreting financial data to assess business performance.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 4 | |
|-----------|--|--|
| Cost: | Free | |
| Format: | Website | |
| | http://tutor2u.net/business/accounts/main_ratios.htm | |

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













Between the Sheets



This website looks at the use of spreadsheets in Business Studies. There is advice on using spreadsheets and a variety of downloadable spreadsheets on various topics.

A spreadsheet-based task that introduces balance sheets.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 4 |
|-----------|--|
| Cost: | Free |
| Format: | Website and Excel spreadsheet |
| | www.bized.co.uk/learn/sheets/bus_index.htm |

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Profit or loss?



An interactive trading, profit and loss account where students need to calculate the missing figures in order to correctly complete the document.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 4 | |
|-----------|--|--|
| Cost: | Free | |
| Format: | Website | |
| | http://bsonline.me.uk/ws7v2b | |

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Internal and external influences in human resource management



A webpage explaining the main internal and external influences that are likely to affect the human resources function

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 5 |
|-----------|--|
| Cost: | Free |
| Format: | Website |
| | http://tutor2u.net/business/people/hrm_influences.asp |

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National Strategic Skills Audit



A website which provides detailed intelligence about the operation and structure of the labour market to inform the choices of individuals and employers.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 5 |
|-----------|--|
| Cost: | Free |
| Format: | Website with access to PDF's |
| | www.ukces.org.uk/ourwork/nssa |
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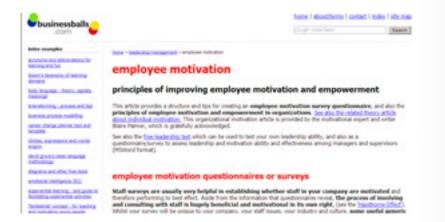








Motivation



This webpage contains information on constructing an employee motivation questionnaire and explores what affects motivation.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 5 |
|-----------|--|
| Cost: | Free |
| Format: | Website |
| | www.businessballs.com/employeemotivation.htm |

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Employer and employee co-operation



A webpage explaining the benefits to business of employer and employee co-operation. The website includes a number of case studies for further exploration.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 5 |
|---|--|
| Cost: | Free |
| Format: | Website |
| http://businesscasestudies.co.uk/business-theory/people/benefits-of-employer- and-employee-co-operation.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













Performance management

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| 157 people found this second useful | |
| Performance management: an overview Resource summary | Already registered? Fyre street, taxe a set of a scout places by |

A webpage giving a summary of performance management. Further factsheets are available after registration.

| Supports: | OCR Level 3 Cambridge Technical Certificate in Business - Unit 5 |
|-----------|---|
| Cost: | Free |
| Format: | PDF |
| | www.cipd.co.uk/hr-resources/factsheets/performance- management-overview.aspx |

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Employee engagement



A webpage on employee engagement which outlines the benefit to employers of engaging staff with long term benefits.

| Supports: OCR Level 3 Cambridge Technical Certificate in Business - Unit 5 | |
|--|-------------------------------------|
| Cost: | Free if register for a free account |
| Format: | Website with printable links |
| www.cipd.co.uk/hr-resources/factsheets/employee-engagement.aspx | |

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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click on a resource to go to the appropriate page.

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- World population pyramid
- Sources of finance
- Balance sheet
- Ratio analysis
- The trading, profit and loss word scramble
- Employablilty skills

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- Relationship marketing
- Advertising Standards Agency (ASA)
- Writing a marketing plan
- What is a marketing mix?
- Promotional planning
- Consumer legislation
- Organisational culture and values

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click on a resource to go to the appropriate page.

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- Main ratios
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- National Strategic Skills Audit
- Motivation
- Employer and employee co-operation
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- Employee engagement
- Employee motivation





