



# RESOURCES LINK LEVEL 3

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 you have any feedback about your use of these, or other, OCR resources. Please contact us at [resourcesfeedback@ocr.org.uk](mailto: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.youtube.com/watch?v=R-m8grawp1k&feature=plcp&context=C335297fUDO](http://www.youtube.com/watch?v=R-m8grawp1k&feature=plcp&context=C335297fUDO)  
EgsToPDskKvz9syZ4fUOfdCCcBIO17

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## The Better Business Game



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

<http://www.btplc.com/Responsiblebusiness/Ourstory/Interactivegames/BetterBusinessDilemmas/flash/index.htm>

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## 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.tutor2u.net/business/presentations/people/orgstructure/player.html](http://www.tutor2u.net/business/presentations/people/orgstructure/player.html)

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## 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.bized.co.uk/learn/economics/markets/mechanism/interactive/part1.htm](http://www.bized.co.uk/learn/economics/markets/mechanism/interactive/part1.htm)

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## World population pyramid



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

**Supports:** OCR Level 3 Cambridge Technical Certificate in Business - Unit 1

**Cost:** Free

**Format:** Website

[www.worldlifeexpectancy.com/world-population-pyramid](http://www.worldlifeexpectancy.com/world-population-pyramid)

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## 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

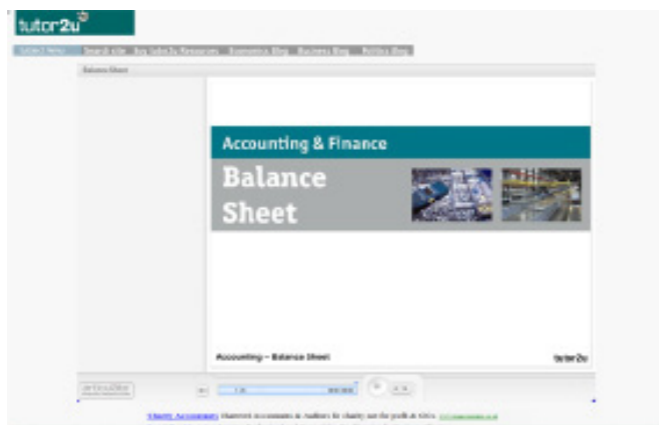
[www.youtube.com/watch?v=5ll0mKg6-yl&feature=plcp&context=C34d7df4UDOEg\\_sToPDskKg6L0ZYciTzzPVO7vAfyFg](http://www.youtube.com/watch?v=5ll0mKg6-yl&feature=plcp&context=C34d7df4UDOEg_sToPDskKg6L0ZYciTzzPVO7vAfyFg)

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## 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.tutor2u.net/business/presentations/accounts/balancesheet/default.html](http://www.tutor2u.net/business/presentations/accounts/balancesheet/default.html)

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## Ratio analysis



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

**Supports:** OCR Level 3 Cambridge Technical Certificate in Business - Unit 1

**Cost:** Free

**Format:** Website

[www.skillsspace.co.uk/media/16p\\_ratio\\_analysis.asp](http://www.skillsspace.co.uk/media/16p_ratio_analysis.asp)

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## 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

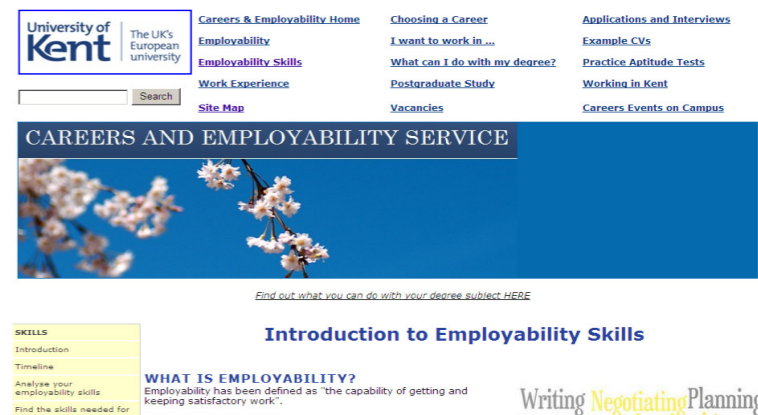
**Format:** Website

[www.businessstudiesonline.co.uk/GIAF/BSOWSc/BSOWScTPL13/Wordscramble.html](http://www.businessstudiesonline.co.uk/GIAF/BSOWSc/BSOWScTPL13/Wordscramble.html)

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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>

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## 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

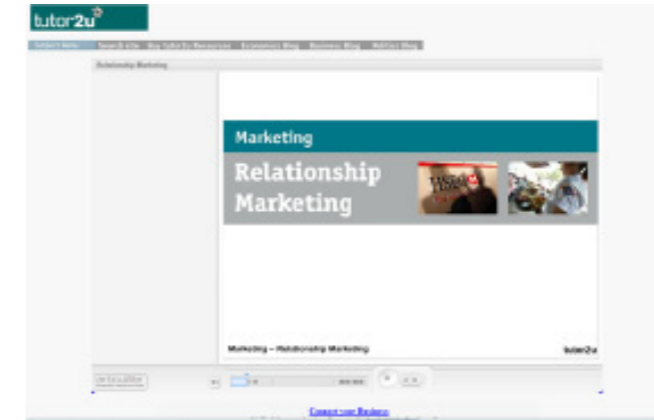
**Format:** Webpage plus links to further resources, also free

[www.businesslink.gov.uk/bdotg/action/layer?topicId=1073903636](http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1073903636)

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## 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://tutor2u.net/business/presentations/marketing/relationshipmarketing/default.html>

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## 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.

## 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

<http://asa.org.uk/>

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[resourcesfeedback@ocr.org.uk](mailto:resourcesfeedback@ocr.org.uk)

**Supports:** OCR Level 3 Cambridge Technical Certificate in Business - Unit 3

**Cost:** Free

**Format:** Website

[www.businesslink.gov.uk/bdotg/action/layer?topicId=1073869186](http://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 3 Cambridge Technical Certificate in Business - Unit 3

**Cost:** Free

**Format:** Website

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

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[resourcesfeedback@ocr.org.uk](mailto: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.smallbusinessnotes.com/marketing-your-business/promotion-plan.html](http://www.smallbusinessnotes.com/marketing-your-business/promotion-plan.html)

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## Consumer legislation



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

**Cost:** Free

**Format:** Website

[www.consumerline.org/legislation/](http://www.consumerline.org/legislation/)

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## Organisational culture and values



This webpage provides an overview 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](http://www.cipd.co.uk/research/_visionandvalues.htm)

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## 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.bized.co.uk/learn/business/accounting/cashflow/simulation/game.htm](http://www.bized.co.uk/learn/business/accounting/cashflow/simulation/game.htm)

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## Main ratios



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](http://tutor2u.net/business/accounts/main_ratios.htm)

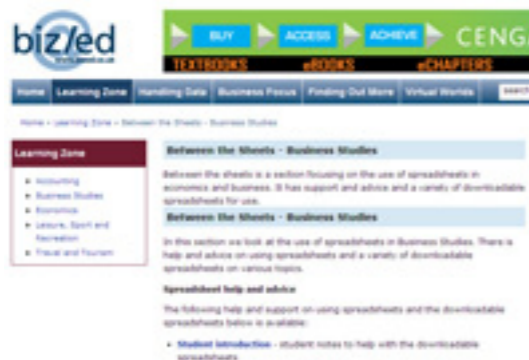
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## Between the Sheets



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](http://www.bized.co.uk/learn/sheets/bus_index.htm)

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## Profit or loss?



The screenshot shows an interactive trading, profit and loss account for 'Sam Witch' for the year ended 30th April 2008. The account is titled 'TP&L Account for Sam Witch' and is presented in a table format with columns for £ and €. The table includes the following items and values:

	£	£
<b>SALES</b>		
2,000 deliveries @ £30 each	60000	
Opening Stock	2000	
Purchases		
Closing Stock		2000
<b>GROSS PROFIT</b>		
<b>LESS EXPENSES</b>		
Expenses 1	1700	
Expenses 2	8300	
Expenses 3	2000	
<b>NET PROFIT</b>		

Text on the right side of the form reads: 'Sam Witch runs a small catering firm that delivers sandwiches to local businesses. He has started to complete his trading, profit and loss account but he isn't sure how to finish it. He knows that you are doing business studies so asks for your help. Can you help him to complete the document so that Sam knows how much profit has been made?' Below the table, there is a note: 'He knows that he made 2,000 deliveries, receiving an average £30 for each one. Enter the figures into the document. Make sure you press enter for each entry (the box will turn yellow) before clicking on "Check My Answers"'. At the bottom right, there are two buttons: 'Check My Answers' and 'Start Again'.

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

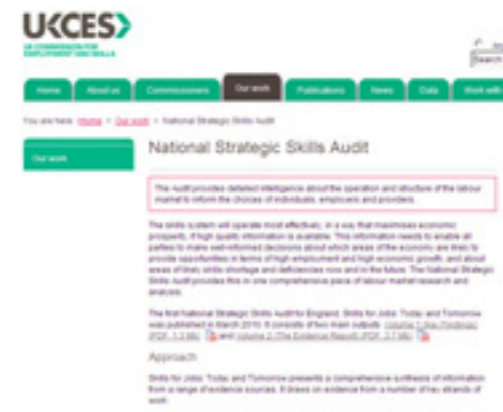
**Format:** Website

[http://tutor2u.net/business/people/hrm\\_influences.asp](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

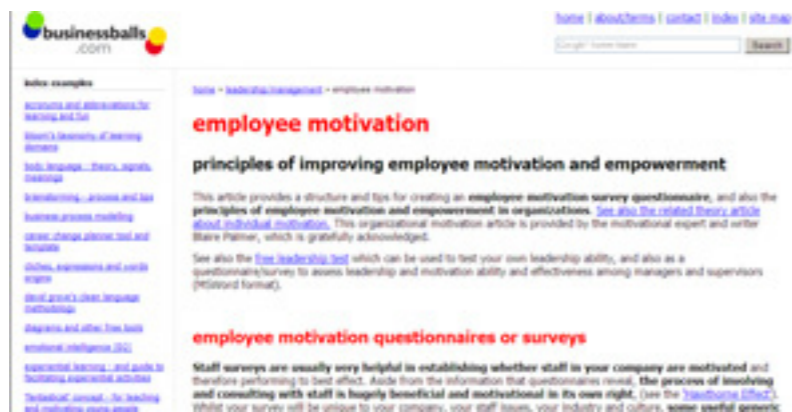
[www.ukces.org.uk/ourwork/nssa](http://www.ukces.org.uk/ourwork/nssa)

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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

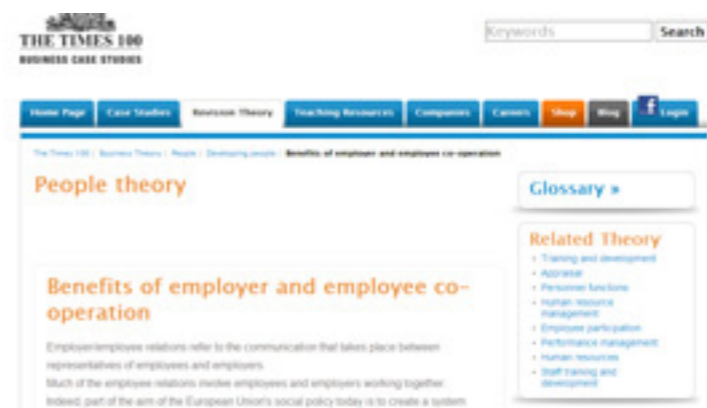
**Format:** Website

[www.businessballs.com/employeemotivation.htm](http://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

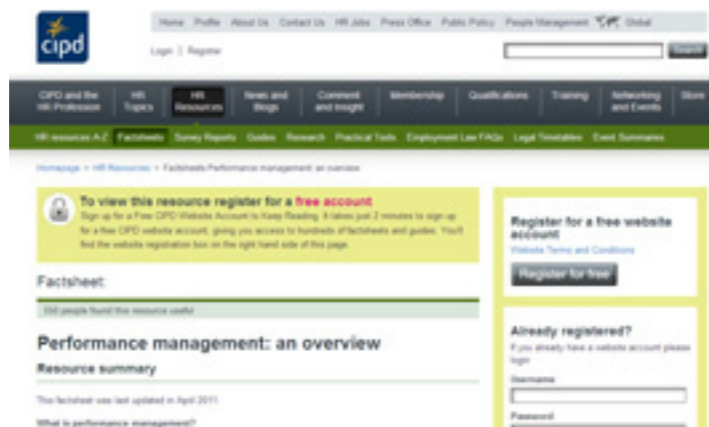
<http://businesscasestudies.co.uk/business-theory/people/benefits-of-employer-and-employee-co-operation.html>

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## Performance management



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](http://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](http://www.cipd.co.uk/hr-resources/factsheets/employee-engagement.aspx)

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# BUSINESS

Level 2 and Level 3

