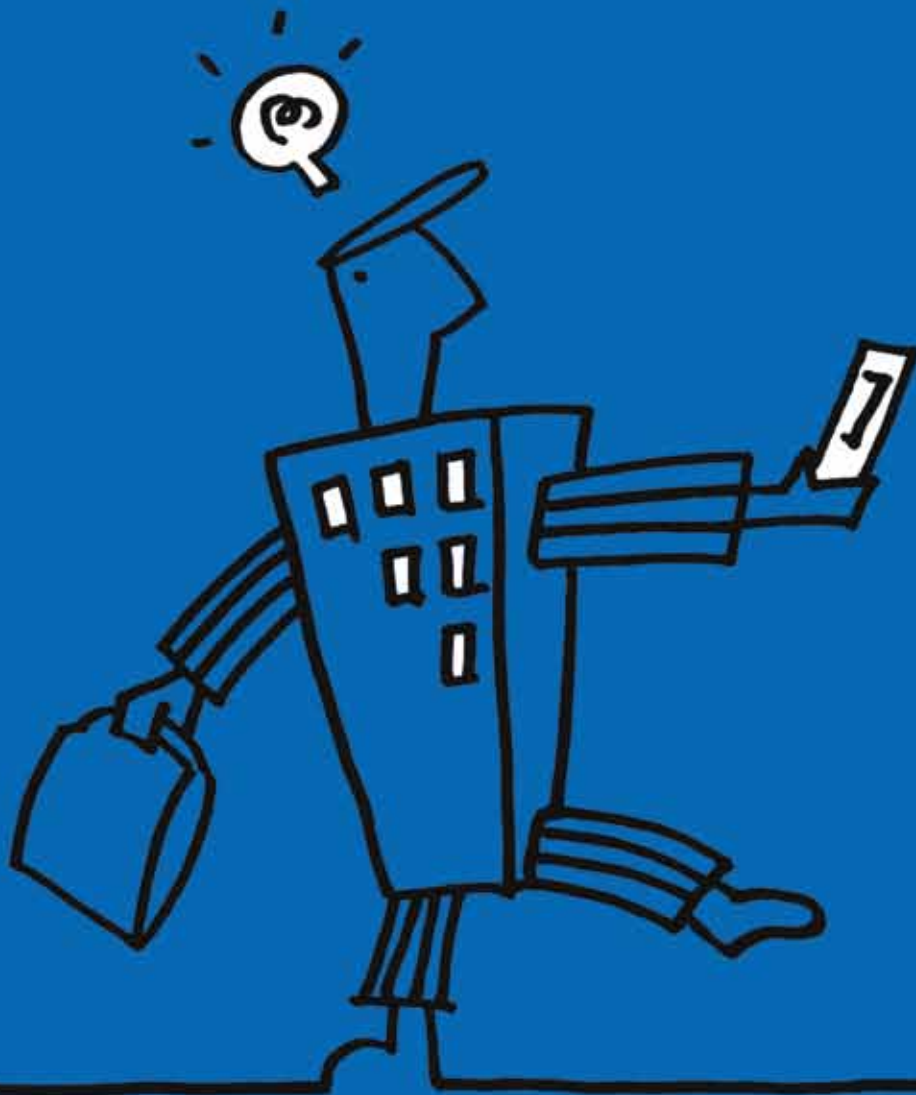


BUSINESS LEVELS 1, 2 & 3



OCR
Nationals

Individual Talent
National Success

OCR Nationals

Individual Talent
National Success

OCR Nationals are exam-free, vocationally-related qualifications that take an engaging, practical approach to learning and assessment.

They're industry-relevant, geared to key sector requirements and very popular with schools and colleges because they suit such a broad range of learning styles and abilities.



Why choose OCR Nationals?

3,000 UK centres currently deliver OCR Nationals to candidates of all abilities. They're popular with candidates and teachers alike. In fact more than 750,000 students have studied and enjoyed OCR Nationals over the past 6 years.

There are many good reasons for choosing OCR Nationals...

- candidates develop the vital practical and applicable skills needed by today's employers
- they suit a very wide range of learning styles because they focus on ongoing assessment
- centres enjoy free support, advice, guidance and twice yearly moderation visits
- there's a broad range of different sized qualifications and unit options to choose
- they attract DfE School and College Achievement and Attainment Table recognition
- they attract UCAS points at Level 3, helping candidates enter higher education.

Relevant, flexible qualifications

OCR Nationals are flexible and enable teachers to set assignments that keep up with technological advances and changes in industry. That means they're highly relevant to today's employment market.

OCR Nationals candidates practise and develop strong skills vital for the modern workplace, gaining genuine insight into a variety of exciting sectors and industries.

Dedicated ongoing support

Two annual visits from OCR Visiting Moderators gives teachers solid support and guidance for Levels 1, 2 and 3.

Your Moderator will sample your internal assessment to make sure grades are valid and consistent and share best practice on an ongoing basis.

A means of measuring success

Some candidates respond better to continual assessment than exams. OCR Nationals let candidates of every ability gain qualifications that represent their true understanding and ability.

Continual assessment and learning support gives candidates clear ongoing indications of their progress, which helps them achieve real success.

Flexible start dates, no entry deadlines

Candidates can start their OCR Nationals qualifications at any time of year, either individually or as part of a group. Because there are no entry deadlines, teachers can mark course units at any time and in any order to suit their workload.



OCR Level 1 Nationals in Business and ICT

Level 1 in Business and ICT lifts the lid on the essentials of business. Students experience what it's like to work in a team and deal with customers and colleagues alike. The skills required for business administration, ICT, communication and problem-solving are introduced on a practical level, with opportunities for students to follow through to more specialist, diverse units.

Qualification structure

All three qualifications at Level 1 draw from the same pool of 29 exciting units.

OCR Level 1 Nationals	Total Guided Learning Hours (glh)	Total units	Mandatory units (30 glh)	Qualifications at same level and of similar size
First Award	120	4	Units 1–4	1 GCSE grade D–G
Award*	240	8	Units 1–5	3 GCSEs grades D–G
Certificate**	360	12	Units 1–6	4 GCSEs grades D–G

* Only one unit can be from complementary units 23 to 29

** Only two units can be from complementary units 23 to 29

Specialist pathways for endorsement of the National Certificate

By choosing optional units from specific groups, candidates can have a specialist pathway endorsement of their National Certificate:

Specialist Pathway Endorsement	Choice of 4 Specialist Units
Business	Units 7–14
ICT	Units 15–22

Internal assessment and external moderation

Units are first internally assessed and standardised then an OCR Visiting Moderator will externally moderate a sample during a visit. There are no external tests or exams, and ongoing assessments and moderations can take place at any time.

Common sense certification

Units are graded Pass, Merit or Distinction. Awards and Certificates are graded in the same way. Each unit is certificated individually and full qualification certificates are issued automatically when candidates complete the required combination of units. Candidates must complete the prerequisite number of units but compensation is available for candidates taking the Award and Certificate who might fail one or two units but achieve distinction or merit grades for other units.

Level 1 – unit by unit

Mandatory units

Unit 1 – Working as a team in business and ICT

- understanding how teams function in business environments
- learning about good working relationships
- developing strong team-working skills through practical team activities and self assessment.

Unit 2 – Investigating businesses and the impact of ICT

- studying the main types of business activity and the different forms of business ownership
- understanding how businesses use ICT
- seeing how technology influences business practices.

Unit 3 – Introducing practical business and ICT skills

- helping candidates understand some key practical business skills such as creating a paper and electronic business documents
- understanding the importance of accuracy in business documentation and how documents are created using a communication 'house style'.

Unit 4 – Investigating options for work in business and ICT

- breaking down the employment opportunities available in business by:
 - using a variety of information sources to find out about different career options, then
 - producing a career plan based on their individual qualities, skills, interests and experience.

Unit 5 – Communication skills in business and ICT

- learning how to communicate effectively both verbally and in writing in a wide range of business settings by sending emails, contributing to meetings, compiling reports and dealing with customers.

Unit 6 – Problem solving in business and ICT

- devising solutions to the typical problems that are part of everyday business life such as missed deadlines and computer failure.

Optional units

Business specialist pathway

- Unit 7 What is a business?
- Unit 8 Communication in business
- Unit 9 Office administration
- Unit 10 Working in distribution
- Unit 11 Working in manufacturing
- Unit 12 Working in retail and services
- Unit 13 Introducing e-commerce
- Unit 14 Developing a new business idea

ICT specialist pathway

- Unit 15 Introduction to ICT systems
- Unit 16 Managing files and using the computer
- Unit 17 Desktop publishing
- Unit 18 Electronic communications
- Unit 19 Presentation software
- Unit 20 Using the internet
- Unit 21 Uses of ICT in industry and society
- Unit 22 Software skills for collecting data

Complementary optional units

Level 1 units from other subject areas, which candidates can take to give them an insight into specific industries.

- Unit 23 Hospitality in travel and tourism (Travel and Tourism)
- Unit 24 Promotion for travel and tourism (Travel and Tourism)
- Unit 25 Looking after customers in travel and tourism (Travel and Tourism)
- Unit 26 Promotion for sport and leisure (Sport and Leisure)
- Unit 27 Looking after customers in sport and leisure (Sport and Leisure)
- Unit 28 Introducing graphic design (Applied Art and Design)
- Unit 29 Introducing new media (Media)

OCR Level 2 Nationals in Business

Level 2 explores the dynamics of business structure, operations, finance and marketing. Students will examine the things that influence business success; from how to spot a market opportunity to how to plan and forecast accurately. These business skills – essential for success in employment and higher education – are given practical expression within this level.

Qualification structure

Both qualifications at Level 2 draw from the same pool of 13 exciting units.

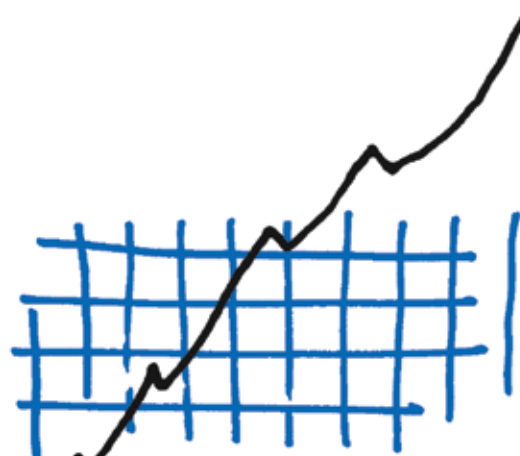
OCR Level 2 Nationals	Total Guided Learning Hours (glh)	Total units	Mandatory units (60 glh)	Qualifications at same level and of similar size
Award	180	3	Units 1 & 4	2 GCSEs grades A*–C
Certificate	360	6	Units 1–4	4 GCSEs grades A*–C

Internal assessment and external moderation

Units are first internally assessed and standardised then an OCR Visiting Moderator will externally moderate a sample during a visit. There are no external tests or exams, and ongoing assessments and moderations can take place at any time.

Common sense certification

Units are graded Pass, Merit or Distinction. Awards and Certificates are graded in the same way. Each unit is certificated individually and full qualification certificates are issued automatically when candidates complete the required combination of units.



Level 2 — unit by unit

Mandatory units

Unit 1 — Investigating business

- Looking at various business structures and ownership models to achieve business aims
- understanding the importance of location and the role/influence of stakeholders
- studying competition in terms of price, product and customer service.

Unit 2 — Enterprise and operations

- for a business start-up:
 - identifying a market opportunity
 - planning and financing new ventures
 - understanding the basic systems and infrastructure needed for a successful launch
- how to create business plans, feasibility studies and cash-flow projections.

Unit 3 — Finance in business

- introducing the critical aspects of business finance including set-up and running costs, sources of funding, sales projections and profit margins
- understanding the range of financial operations involved in running a business such as the balance sheet, income statement and cash flow.

Unit 4 — Communication in business

- learning about the practical communication skills used in business — IT and non-IT based, written and verbal
- writing memos, emails, reports and creating advertisements
- preparing and delivering formal presentations
- using ICT for business communication.

Optional units

- Unit 5 Working with people in business
- Unit 6 Managing money
- Unit 7 Promotion in business
- Unit 8 Business and enterprise in Europe
- Unit 9 E-business
- Unit 10 Office administration
- Unit 11 Keeping customers happy
- Unit 12 Career planning for business*
- Unit 13 Work experience in business*

* Only one of units 12 and 13 will count towards a full certificate. If candidates choose to complete both, one will count towards the full certificate and the other will be recognised on a unit certificate.

OCR Level 3 Nationals in Business

Level 3 gives students a more in-depth understanding of business in the modern workplace, and provides insights into how business works within specialist career paths. As an alternative to an Applied GCE, or similar exam-based course, they provide ongoing learning and assessment of the practical skills and knowledge required to succeed in business-related careers.

Qualification structure

All three qualifications at Level 3 draw from the same pool of 24 exciting units.

OCR Level 3 Nationals	Total Guided Learning Hours (glh)	Number of units (60 glh)	Mandatory units (Units 1–4)	Qualifications at same level and of similar size
Certificate*	360	6	4	1 A Level
Diploma**	720	12	4	2 A Levels
Extended Diploma***	1080	18	4	3 A Levels

* Only one of optional units 9 and 10 counts towards the full qualification

** No more than 5 optional units from units 5 to 10

*** No more than 6 optional units from units 5 to 10

Specialist pathways for endorsement of the National Diploma

Candidates can gain a double endorsement of their National Diploma by completing four units from one specialist pathway and four units from one other specialist pathway.

Specialist Pathway Endorsement	Choice of 4 Specialist Units
Enterprise	Units 11–14
Personnel and Management	Units 15–20
Business Systems	Units 21–24

Internal assessment and external moderation

Units are first internally assessed and standardised then an OCR Visiting Moderator will externally moderate a sample during a visit. There are no external tests or exams, and ongoing assessments and moderations can take place at any time.

Common sense certification

Units are graded Pass, Merit or Distinction. Certificates and Diplomas are graded in the same way. Each unit is certificated individually and full qualification certificates are issued automatically when candidates complete the required combination of units. Candidates must complete the prerequisite number of units but compensation is available for candidates taking the Diploma and Extended Diploma who might fail one or two units but achieve distinction or merit grades for other units.

Level 3 – unit by unit

Mandatory units

Unit 1 – Investigating business

- Exploring the organisational and financial structure of business
- Learning how companies develop and adapt to meet the shifting demands of changing markets and the overall economic climate.

Unit 2 – Customer service

- Learning about the importance of good customer service, and the fundamentals of how to plan, implement and monitor service standards
- Gaining an understanding of how to meet the needs of different kinds of customers
- Looking at how a business operates and manages its customer service function.

Unit 3 – Business communications

- Developing practical communication skills for the business world
- Gaining experience in a range of contexts, such as writing memos and emails, giving presentations, and using appropriate software to produce reports.

Unit 4 – Finance for business

- Developing candidates' knowledge to an advanced level
- Judging business performance by analysing different types of financial information, such as financial statements
- Understanding topical global financial issues.



Optional units

Non-specialist units

- Unit 5 Marketing for business
- Unit 6 Practical sales skills
- Unit 7 Law in the business world
- Unit 8 Working in international business
- Unit 9 Career planning for business
- Unit 10 Work experience in business

Enterprise specialist pathway

- Unit 11 Research, innovation, design and development
- Unit 12 Skills and the entrepreneur
- Unit 13 E-marketing
- Unit 14 E-business

Personnel and management specialist pathway

- Unit 15 Human resource management
- Unit 16 Strategic management
- Unit 17 Recruitment and selection
- Unit 18 Training and development
- Unit 19 Employee relations
- Unit 20 Motivating and empowering people

Business systems specialist pathway

- Unit 21 Practical administration
- Unit 22 Quality systems
- Unit 23 Production
- Unit 24 Distribution

Administration Overview

As with everything to do with OCR Nationals, we try to make your life easier. Follow the simple steps below to implement the qualification in your centre.

7 Steps to Achievement

1

CENTRE APPROVAL

Fill in the online form at www.ocrnationals.com/approval to get your Interchange account details and OCR Nationals Administration Guide.

2

ENTER YOUR CANDIDATES

Enter your candidates via Interchange or EDI. We'll assign an expert OCR Visiting Moderator when you enter your first candidate. They'll contact you to agree the date for their first visit. We provide two free Moderator visits per academic year for Levels 1, 2 and 3. Extra visits are available at a small cost.

3

ASSESSMENT

You internally assess and standardise your candidates' work before the Moderator visits.

4

SUBMIT YOUR CLAIM

Let the Moderator know which candidates and units are ready to be moderated using Interchange to submit the claim. No need to send candidates' work; all assessment and moderation occurs **within** your centre.

5

PREPARE YOUR SAMPLE

Your Moderator will let you know, via Interchange, which candidates' work will be moderated.

6

MODERATION VISIT

Your Moderator will confirm the grades achieved and provide feedback, advice, guidance and share best practice during their visit.

7

CERTIFICATES

We issue unit and full award certificates automatically after the visit. The results are sent by EDI every month and are also available in Interchange.

OCR Nationals in Business

Adopting a new specification can appear daunting. There's a lot of information to weigh up; the demands of the course, the quality of support and the needs and expectations of teachers and candidates. Here's some sensible advice to help you make the best decision.

Preparing for first teaching

1

MAKE THE MOST OF THE OCR WEBSITE

We've provided a full list of units online. While the overall programme of study might be familiar, it's important to check each unit specification to make sure you're happy with the learning outcomes, knowledge, understanding and skills.

2

TAKE A TOUR OF OUR MODEL ASSIGNMENTS

They give a clear idea about the type of tasks you can set. They can be used directly, adapted or used as templates for completely new assignments.

3

MAKE GOOD GRADING DECISIONS

With the Centre Handbook and Admin Guide to cross reference, check our model assignments, which come complete with notes for tutors designed to guide your grading decisions.

4

ENJOY SUPPORT AND GUIDANCE

It's wise to review our Chief Coordinator's annual report for generic guidance and explore their summary of key issues from the previous academic year.

5

GET GREAT TRAINING

Check OCR's INSET training programme to see if there is a convenient course available. INSET training is an excellent way to get practical advice on the best ways to deliver OCR Nationals.

6

EXPLORE EXTERNAL WEBSITES

It's often worthwhile carrying out an internet search to see if there is any free or paid for resource material available. But please always check that whatever material you incorporate into your teaching it meets the qualification's assessment requirements.

Contact us!

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday. We're always delighted to answer questions and give advice.

t. 02476 851 509

e. ocrnationals@ocr.org.uk

www.ocrnationals.com

Please note, we sometimes record or monitor calls for staff training and quality assurance purposes.

“We value OCR Nationals immensely. They are ideal for teachers, and pupils gain a qualification that demonstrates practical, hands on experience. We couldn't ask for a better qualification.”

JB – Westbourne College, Ipswich

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