

Mapping to OCR Business Studies (J253)  
 (for teaching from July 2009)

## Unit A291: Marketing and Enterprise

<i>Subject content</i>	<i>Boardworks presentations</i>
<b>Unit A291: Marketing and Enterprise</b>	
3.1.1 Marketing	
Market research and data collection	<b>Unit 2: Organizational Structure</b> Marketing
The marketing mix	<b>Unit 2: Organizational Structure</b> Marketing
Marketing in the wider business environment	<b>Unit 1: Investigating Business</b> Large Business Ownership External Influences <b>Unit 2: Organizational Structure</b> Marketing ICT
3.1.2 Enterprise	
Enterprise and the entrepreneur	<b>Unit 1: Investigating Business</b> Enterprise
The business plan	<b>Unit 1: Investigating Business</b> Enterprise

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## Unit A292: Business and People

<i>Subject content</i>	<i>Boardworks presentations</i>
<b>Unit A292: Business and People</b>	
3.2.1 The structure of business activity	
The need for business activity	<b>Unit 1: Investigating Business</b> Aims and Objectives Business Activity External Influences <b>Unit 3: People in Business</b> Stakeholders
Business ownership, trading organisations, growth and location	<b>Unit 1: Investigating Business</b> Large Business Ownership Small Business Ownership Business Location External Influences
3.2.2 The workforce in business	
Employment and retention	<b>Unit 3: People in Business</b> Recruitment and Selection Training and Development Working arrangements
Organisation and communication	<b>Unit 2: Organizational Structure</b> Functional Areas ICT Business Communications

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**Unit A293: Production, Finance and the External Business Environment**

<i>Subject content</i>	<i>Boardworks presentations</i>
<b>Unit A293: Production, Finance and the External Business Environment</b>	
3.3.1 Using and managing resource to produce goods and services	
Types of production methods	<b>Unit 2: Organizational Structure</b> Operations and Production
Management and control of production	<b>Unit 2: Organizational Structure</b> Operations and Production
Production costs	<b>Unit 2: Organizational Structure</b> Operations and Production <b>Unit 4: Financial Records</b> Covering Costs <b>Unit 5: Financial Planning</b> Break-Even Analysis
3.3.2 Financial information and decision making	
Sources of finance	<b>Unit 5: Financial Planning</b> Sources of Finance
Financial forecasting and analysis	<b>Unit 5: Financial Planning</b> Cash Flow Forecasts Balance Sheets Business Accounts and Financial Planning

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**Unit A293: Production, Finance and the External  
 Business Environment**

<i>Subject content</i>	<i>Boardworks presentations</i>
3.3.3 External influences on business activity	
The competitive environment	<b>Unit 1: Investigating Business</b> External Influences
Environmental influences and business ethics	<b>Unit 1: Investigating Business</b> External Influences
Government and the UK economy	<b>Unit 1: Investigating Business</b> External Influences
Globalisation and UK business	<b>Unit 1: Investigating Business</b> External Influences