

# Business

## OCR Level 3 Cambridge Technical Certificate (AS) and Extended Certificate (A2) in Business

### What do I need to know or be able to do before taking this course?

You do not need to have studied business at GCSE level in order to take this subject. Some GCSE topics will be developed at this level but these can be readily learned and understood by students new to the subject. It is more important that you have an investigative approach to your studies and can develop a range of skills while discovering the problems and opportunities faced by businesses.

### What will I learn on this Cambridge Technical?

Cambridge Technicals are vocational qualifications that are designed to give you a work-focused alternative to A Levels. They've been designed to give you opportunities to demonstrate and develop the practical application of knowledge and understanding in the areas of work that appeal to you. This will enable you to develop your research skills as you work, both independently and with colleagues, to progress through your qualifications. The assessment for the qualifications is a mixture of exam and task-based.

- You will develop an understanding of how businesses work in the real world.
- You will explore the world of business in a highly practical way which the vocational focus of this qualification encourages.
- You will discover the problems and opportunities faced by local, national and international businesses.
- Because emphasis is placed on realistic business contexts throughout, you will develop an understanding of how various business functions such as marketing, finance, human and physical resources work together, as part of a cohesive business.

### What kind of student is this course suitable for?

If you prefer to learn in a way that's practical and work-related, then Cambridge Technicals are ideal. The great thing about them is that they keep your options open – so if you're not fully convinced that a vocational way of learning is right for you, Cambridge Technicals keep the door open for a move to higher education. This course will appeal to you if you:

- enjoy studying a subject that affects your own everyday life
- want to keep your options open – business can be combined with a wide range of science, social science, arts and humanities subjects
- have completed GCSE courses in business and wish to further your studies
- wish to pursue a career in business.
- have an aptitude for coursework as this is predominantly how the course is assessed.



## How is the qualification assessed?

The course is split into 5 units; 2 units covered in Year 12 for the award of Certificate (equivalent to AS) and 3 additional ones for the Extended Certificate (equivalent to A2). For the AS, 1 unit is examined which is a double unit and 1 coursework assessed and for the A2, 2 units are examined (including the double unit) and 3 units are coursework assessed. They are graded Distinction\*, Distinction, Merit and Pass, equivalent to A\*, A, C and E. UCAS points are awarded on these grade distributions as they are for all A Levels.

This course is all based on real businesses and involves you learning about real businesses and applying your knowledge in relation to those businesses. Some of the units that could be covered are:

**The Business Environment** - In this unit you will develop an understanding of how and why businesses operate in the way they do. You will look at a range of different types of business and business structures, and how the ownership of a business and its objectives are interrelated. You will learn about the importance of different functions within a business working together. You will understand the legal, financial, ethical and resource constraints under which a business must operate and how these affect business behaviour. You will explore ways in which businesses respond to changes in their economic, social and technological environment, and the necessity for a business to plan. You will appreciate the influence different stakeholders can have on a business. You will learn how to assess business performance.

**Working in Business** - This unit will cover the skills and understanding needed to work effectively within a business environment. This includes arranging meetings, working with business documents, making payments, prioritising business activities and communicating with stakeholders. The way that these activities are dealt with will vary according to the specific business protocols in place. Some of these will be specific to a functional area, however, many are common to almost all job roles.

**Customers and Communication** - In this unit you will learn the purpose, methods and importance of communication in business and the appropriateness of different forms of communication for different situations. You will develop the skills that will help you create a rapport with customers and have the opportunity to practise and develop your business communication skills.

**Marketing and Market Research** - The unit has particular emphasis on the role of market research and how it contributes to marketing decision-making and the actions a business may take. Market research is the process by which organisations obtain the information they require. You will gain an in-depth understanding of primary and secondary market research methods used to inform marketing decision-making. You will develop an understanding of the importance of selecting appropriate market research methods for market research proposals and you will be able to carry out market research, analyse the market research findings and present the findings.

**Introduction to Human Resources** - In this unit you will gain an overview of the HR function within a business and learn about factors affecting human resources planning. You will understand the importance of motivating and training employees to achieve their potential. You will learn how businesses measure employee performance. You will be able to appreciate how the role of the HR function links with other key functions in a business to contribute to the overall success of the business. You will also understand the importance of confidentiality for the HR function, as this fosters trust and respect between employee and employer.

In Year 12, students will cover the mandatory unit 1 plus one other option unit. In Year 13, students will cover 3 further option units on top of the AS units

## How can I develop my full range of skills by doing this course?

The Key Skills you can develop during this course include;

- Communication,
- Application of Number,
- Information Technology,
- Problem Solving,
- Working with Others,
- Improving Own Learning and Performance

## What could I go on to do at the end of my course?

The great thing about Cambridge Technicals is that they still give you a choice of opportunities once you've completed them. The three choices open to you are:

**Employment**, where you can put your new practical skills towards generating an income

**Further education**, such as a higher-level qualification at school or college

**Higher education**, such as a degree course at university because they have UCAS points.

Students with a Cambridge Technical in Business Studies have a wide choice of progression options into further study, training or relevant employment in the business sector. You will learn and use a variety of transferable skills throughout the course, including analysing and evaluating business information from different sources, and learning how to solve problems. You will develop written communication and presentation skills. Such skills are in great demand and are recognised by employers, universities and colleges as being of enormous value. This subject combines well with a range of social science and humanities subjects to lead to higher education courses in areas such as law, business, accounting, geography, economics or politics. It can also give you the business knowledge you need to back your specialism from Textiles to Sport giving you a head start in your chosen career path.

