



Business & Economics Department

Subject:

OCR Level 3 Cambridge Technical in Business

Year Group: 12

Form

Name:

ALPS:

Target for Year:



Overview

CTEC Business is a 2 year course. It is offered in a Single one A level equivalent with a weighting of 360. The course of study include core units and optional units, comprising external examination, control assignment and Internal coursework modules. Each unit module must be passed to pass the course. The Single award has a general business content.

Background

This is an “applied” course combining theory and its practical application. You will need to research and use the business theory you acquire, applying it to the real world of business. You must be enthusiastic about the world of business and have a passion for enterprise. In written work you must be able to write in context applying your theoretical knowledge with examples you have focused on in your private study.

Units

Unit Number	Weighting/GLH	Title	Type	Time Frame
1 (Mandatory)	120	The Business Environment	External exam	Year 12 Sept - Jan
2 (Mandatory)	60	Working in Business	External exam	Year 13
4 (Mandatory)	60	Customers & Communications	Internal - Coursework	Year 12 Sept - June
3 (Optional)	60	Business Decisions	External exam	Year 13
5 (Optional)	60	Marketing & Market research	Internal - Coursework	Year 12 Jan - June



Unit 1 - The Business Environment (Examination)

Businesses operate in an environment which is dynamic, competitive, uncertain and frequently hostile. They need to constantly adapt to changes in their internal and external environments in order to be successful. These changes may include anticipating the actions of competitors, reacting to economic or political changes or making use of new technologies. Whether the student aspires to be a business professional, manager, charity worker or entrepreneur, understanding the business environment is key to ensuring that the business in which they work reaches its full potential.

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

The knowledge, skills and understanding gained by completing this unit is fundamental to being effective in business and, therefore, has synoptic links to all of the other units in the OCR Level 3 Cambridge Technical in Business suite of qualifications.

Unit 2 – Working in Business (Examination)

Businesses today need employees, managers and entrepreneurs who are multi-skilled independent thinkers. When working in business students will have to work in accordance with organisational protocols, be able to prioritise work and communicate effectively with others in a meaningful way.

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.

The skills and understanding students will develop through this unit are critical to the success of any business and are highly valued in the business world; they are vital regardless of the role held within an organisation.



Unit 3 Business Decisions (Examination)

All businesses make decisions. Key decisions could include extending a product range, a business changing direction and targeting a new market, or whether it should expand. The decisions made could affect the day to day operational activities of the business and could also impact on their short and long term success.

The ability to make decisions depends on the effective collation, processing and analysis of relevant information. In this unit students will develop their skills of business decision-making using multiple sources of information. They will explore the criteria on which business decisions should be based, and the methods to interpret and analyse this information. In this unit they will learn to consider the many variables involved and encouraged to analyse possible solutions, investigating each for potential drawbacks and benefits, before they reach their preferred decision. The learning contained within this unit will provide a framework that they will be able to apply in a business setting.

Students will have the opportunity to showcase their skills by making a business decision based on evidence and they will be required to justify the decision they make.

Unit 4 Customers and Communication (Coursework)

Customers are vital to the success of any business. It is essential that businesses consider the importance of the customer experience and ensure that they communicate effectively with them, whether internal or external.

Repeat business is crucial for future revenue and financial certainty. Businesses depend on customer satisfaction and customer loyalty. To build this, businesses need to know who their customers are and what influences their behaviours.

In this unit students will learn the purpose, methods and importance of communication in business and the appropriateness of different forms of communication for different situations. They will develop the skills that will help them create a rapport with customers and have the opportunity to practice and develop their business communication skills.

Students will also learn about the legal constraints, ethical and security issues that affect how businesses store, share and use information.

Unit 5 Marketing and Market Research (Coursework)

Marketing is the function that makes sure a business sells the right products, at the right price, in the right place, using the most suitable promotion methods. Successful marketing is essential if a business is to survive in a very competitive business world.



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. Students will gain an in-depth understanding of primary and secondary market research methods used to inform marketing decision-making and any constraints on marketing activities. They will develop an understanding of the importance of selecting appropriate market research methods for market research proposals and they will be able to carry out market research, analyse the market research findings and present the findings.



Transition Pack Challenge

Your challenge as you join the course, is to create a written revision guide for the following subjects to A level standard including theory and real life examples to illustrate your learning:-

1.1 Different types of business activity:

- Primary
- Secondary
- Tertiary

1.2 different sectors of operation:

- Private
- Public
- Third sector Not for Profit, i.e. Public Private Partnerships

1.3 different forms of legal business ownership:

- Sole trader
- Partnership
- Private limited company
- Public limited company
- State/government owned
- Charity/not-for profit
- Community interest companies (CIC)

1.4 factors which inform business ownership:

- Legal status
- Liability
- Funding
- Control/decision-making
- Legal/administrative requirements

1.5 differing business aims and objectives:

- Survival
- Financial, i.e.
- Break-even
- Increase revenue
- Reduce cost



- Make profit

Growth:

- Physical expansion
- Increase in market share
- Increase provision
- Reputation (e.g. quality, offering value for money, being ethical, social responsibility, being environmentally friendly)
- Being enterprising (e.g. own boss, pursue own interests, being competitive)

You will use your notes to hand in for assessment and you will use them to revise from for a TEST in the first week of the course to assess your suitability for the programme.

Use on line resources such as <http://www.tutor2u.net> and A level Business Studies text books to assist in putting together your pack of revision notes.

Unit 5

Unit 5 is a Coursework unit on Marketing & Market Research. In preparation for this please complete the following:

1. Gather definitions for the following terms:
 - i) Marketing
 - ii) Market
 - iii) Marketing Objectives
 - iv) Business Objectives
 - v) Marketing Strategy
2. Carry out independent research into two businesses to see how they apply the key terms you have researched above (McDonalds have a good website outlining the above) try to use to contrasting Businesses.



At the beginning of the first term (Sept 2020)

You will need to have your notes printed off and ready to hand in at the start of the academic year and you will need to use it to start your revision notes.

You will need two copies of your notes.

1. One copy to hand in and one to start your revision folder off with.
2. Use the other revision folder copy to file and revise from for your test in the first week.

We recommend you keep your work stored safely either on your computer or smart stick, so that your notes can be easily updated if needed and you can keep adding to them.

Following a successful assessment of your notes and a satisfactory test performance, you will embark on the first year of the course. You will add to your revision notes, putting in more theory, adding examples of the theory applied and document how it has been applied in practice.

