OCR Cambridge Technicals Level 3 Extended Certificate in Business

Vision statement: *Our Business Department has an inspiring and ambitious vision: 'Developing leaders for the future'.*

Intent: **Curriculum Intent – OCR Level 3 Cambridge Technical in Business**

Our OCR Cambridge Technical Level 3 Business curriculum is designed to develop commercially aware, confident and independent business students who explore how organisations operate, respond to their customers and employees, and adapt to changing business environments. Through the study of authentic business contexts, case studies and contemporary organisations, students investigate how businesses make decisions, communicate effectively and respond to the needs of their stakeholders.

The curriculum is carefully sequenced to build secure knowledge across the OCR Cambridge Technical units studied: Unit 1: Business Environment, Unit 2: Working in Business, Unit 4: Customers and Communication, Unit 8: Introduction to Human Resources and Unit 5: Marketing and Market Research. These chosen units enable students to apply increasingly sophisticated business knowledge to a range of organisations and scenarios. Students develop the confidence to use precise business terminology while interpreting information, analysing business situations and considering the factors that influence organisational success.

In line with the OCR specification, students explore the internal and external environments in which businesses operate, considering business ownership, stakeholders, objectives and the wider factors that influence organisational decision-making. They investigate how businesses work effectively, communicate with different audiences, meet customer expectations and manage their workforce. Through marketing and market research, students examine how organisations identify customer needs, understand their markets and use evidence to inform business decisions.

The curriculum promotes independent thinking through the application of business theory to real-world organisations and practical business scenarios. Students develop their ability to research, interpret and evaluate business information, recognising that effective decisions require consideration of a range of perspectives, available evidence and the wider business environment. The vocational nature of the qualification enables students to make meaningful connections between classroom learning, employability and future careers in business.

Reading, discussion, research and extended analytical writing are embedded throughout the course to develop students' ability to construct coherent, evidence-based business arguments. Retrieval practice, explicit business vocabulary instruction and regular application of knowledge to unfamiliar business contexts ensure that learning is retained and applied confidently across all areas of the specification, preparing students for progression into higher education, apprenticeships, employment or further professional training.

Why study Business at The Sixth Form at Ridgewood?

- This course will help you appreciate how and why business decisions are made and how they affect a variety of people – both within a business and externally. It is aimed at anyone who wishes to develop an understanding of business operations.
- Having a good idea about how businesses work will put you at an advantage in your future career plans.
- Cambridge Technicals Level 3 Business is an excellent preparation for the world of work and for a wide range of university degree courses.
- This course offers specialist pathways in human resources, marketing, accounting and business planning.
- The skills and knowledge you learn at Ridgewood will prepare you for further study in Higher Education and ensure you have the knowledge employers in the workplace demand
- Our results speak for themselves. In 2018, 100% of our students achieved equivalent A* to C grades.

What topics will I study in this subject?

Topic	What this means
Unit 1 – 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 structures, ownership of a business and its objectives, different functions within a business, legal, financial, ethical and other resource constraints. You will explore ways in which businesses respond to changes in their economic, social and technological environment and you will learn how to assess business performance.
Unit 2 – 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. These are tasks that are common to almost all job roles.
Unit 4 – 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 and different groups of customers.
Unit 5 – Marketing and Market Research	In this unit you will gain an in-depth understanding of primary and secondary market research methods used to inform marketing decision-making and the constraints on marketing activities.
Unit 19 – International Business	In this unit, you will gain an understanding of key decisions that businesses must make when deciding whether to operate internationally. This unit will provide you with practical experience which will be valuable should you wish to undertake further study in this area or follow a career in a business.

What skills will I need in this subject?

Skill	What this skill involves in this subject
Research	Throughout the two year course you will be expected to conduct your own independent research into businesses and how they work.
Timekeeping	You will complete three coursework units, so you need to be able to use your time well and meet deadlines.
Business awareness	You will need to keep up to date with business news and be able to implement it within your work to show thorough understanding of how businesses work in the modern day.

Communication	This covers verbal and written communication and listening. It's about being clear, concise and focused; being able to tailor your message for the audience and listening to the views of others as you will have to present information clearly throughout your course.

What will my lessons involve?

- During both years of the course your lessons will be split 50-50 between being focused on the exam units and the coursework units.
- You will be tested in mock exams throughout the year to prepare you for these.
- Most exam lessons involve explanation and discussion of a new concept, followed by further research of the topic and real world uses and applications, then practice questions on that concept.
- During coursework lessons, you will be introduced to a new topic and problem and then a number of your lessons will be for you to independently work on your coursework units with guidance from your teachers.

What will my independent study involve?

- You will be given regular work to do; this could involve research of an area or a new topic, or practice questions or mini projects.
- You will need to spend considerable time checking over your notes to ensure you understand the content.
- During both years you will need to spend most of your time working on your coursework.
- Finally, you will need to spend time doing exam practice and getting familiar with the mark schemes and questions.

How will I be assessed?

Percentage exam assessment: 50%	Percentage coursework assessment: 50%

Assessment	**Details of assessment**
Unit 1 – The Business Environment	Exam – Two hours (90 marks) – 33% of overall mark Section A: Multiple choice on any aspect of the unit (20 marks) Section B: 4 – 6 mark questions about businesses you have researched (20 marks) Section C: Extended, evaluative writing questions (50 marks)
Unit 4 – Customers and Communication	Coursework – 17% of overall mark 10 Pass tasks, 4 Merit tasks, 2 Distinction tasks
Unit 2 – Working in Business	Exam – 1 hour 30 minutes (60 marks) – 17% of overall mark Four questions based around a case study and a given scenario. This will include one extended, evaluative writing question.
Unit 5 – Marketing and Market Research	Coursework – 17% of overall mark 8 Pass tasks, 3 Merit tasks, 2 Distinction tasks
Unit 19 – International Business	Coursework – 17% of overall mark 9 Pass tasks, 3 Merit tasks, 2 Distinction tasks

How do I know this is the right course for me?

- If you are considering this course, you will need to be able to write extended, evaluative pieces of writing.
- In addition to this, you will also need to be able to learn a vast amount of business terminology and be able to apply mathematical formula to analyse business performance.
- If you have previously studied Business, you will have a good idea of what you can expect on this course.