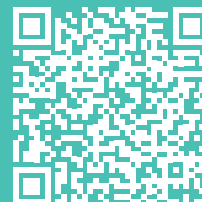


Level 3 Business Studies OCR (Cambridge Technical)

Find out more



MODULAR

Why study Business?

Tech to trading. Branding. Target markets. Whether it's the financial side of business, the advertising and marketing elements, or customer service, we all deal with businesses on a day-to-day basis. This exciting course encourages students to delve further into the world of business, working with local organisations to develop their understanding, whilst gaining the real-world skills which they will need to succeed in the workplace. Students will learn a wide range of business skills, from Marketing and Market Research through to Customer Service, whilst focusing throughout on the world of business around them. Business can be studied as a 'Single' (1 A Level) Extended Certificate or a 'Double' (2 A Level) Diploma Award, where students follow the exciting Marketing specialist pathway. Further information about both courses is available from Mrs Bissenden, Miss Cubbison or Mr Attwell.

About the course

The Extended Certificate (1 A Level equivalent) in Business comprises two exams over two years, and three portfolios of coursework. The coursework elements are focused on local organisations providing students with the opportunity to work with actual businesses, building links whilst learning how the world of business operates not only on a global scale, but locally as well.

Year 12

In Year 12 we complete three units – 'The business environment' which is assessed through a 1hr 30 exam in January, followed by 'customers and communication' as our coursework unit before preparing for our second exam to be sat in June, centred on 'working in business'. Over the last few years students have had the opportunity to work with The Headland Hotel, and Plastic Free Newquay on real world projects based around business ideas. The business environment encompasses the key ideas of business, including business finance, providing students with an overview of all the elements which are required when setting up and running their own business, as well as how to manage the different requirements of working in businesses of different types. Double award Diploma students also sit an exam in 'business decisions', a coursework portfolio in 'marketing strategy' and finally an exam in 'change management'.

Year 13

In Year 13 we complete two units – 'marketing and market research' and 'principles of project management', both of which are assessed via portfolio. Double award Business students will be able to continue their focus on the Marketing specialism by bringing to life a 'marketing campaign' and develop key skills in 'delivering a business project'.

Assessment

Two exams and one coursework portfolio in the first year. Two coursework portfolios in the second year. This provides students with a supportive method of assessment throughout

their time on the course. The double award entails four exams and six units of coursework over the two years of study.

Entry criteria

No previous knowledge of business is required; however, we do ask for students to have grade 5 in English and Maths.

Outside of the Classroom

Students can work closely with organisations in the local area which has in the past, led to work experience opportunities as well as holiday jobs in certain cases. There will be the opportunity to work with universities, allowing students to visit lectures and gain a further insight into where their studies can take them.

