

Sixth Form Subject Information

Business Studies



Qualification	OCR Technical Extended Certificate Level 3	
Exam Board	OCR	
Course Leader	Miss Kirk	
Course summary	This course is designed to give students the opportunity to study many of the aspects involved in setting up and running a business. This is done through investigative work based on real life business examples	
What will students learn?	Year 12 content	<p>Unit 1 – The Business Environment (120GLH)</p> <ul style="list-style-type: none"> • How to setup in business • Business organisation types • Stakeholders • The economic environment <p>Unit 4 – Customers and Communication (60 GLH)</p> <ul style="list-style-type: none"> • Generating customer loyalty • Ensuring customer satisfaction • Behavioural characteristics • Communication in business •
	Year 13 content	<p>Unit 2 – Working in Business (60 GLH)</p> <ul style="list-style-type: none"> • Skills required in Business • Arranging effective work routines • Communicating with stakeholders • Prioritising business activities <p>Unit 5 – Marketing and Market research (60 GLH)</p> <ul style="list-style-type: none"> • Market research types and use • Decision making • Strategic planning <p>Unit 6 – Optional unit (60 GLH)</p> <ul style="list-style-type: none"> • Content to be decided
How will students be assessed?	<p>Units 1 and 2 are externally assessed via examination All other units are Coursework internally assessed units</p> <p>Grades are issued at Pass, Merit and Distinction and Distinction plus levels.</p>	
Differentiation	Students can target specific tasks to achieve their expected grade on every piece of coursework. This allows them to concentrate on a task that is suitable to their level of ability and also challenge themselves to achieve higher than expected	

Resources

Most resources are based around the companies that are selected for study that year, however the following sites are always good resources for theoretical work:

www.tutor2U.com

www.bized.co.uk

We do not require students to have a text book , however the Business Studies text book can be purchased for Cambridge Technicals Level 3 Business by Bayley, Tullett, Wainwright & Oliver (Hodder Education)