

Curriculum Information Bramcote College

Year Group: Year 13

Subject: Business Studies (Cambridge Technical)

<p><i>Objectives/purpose</i></p>	<p>The Cambridge Technical Business Studies course is a vocational qualification that is equivalent to an A level. During the course students will complete two external examinations and create three portfolios of coursework.</p> <p>The Cambridge Technical qualification in Business is designed to develop students' core skills and understanding in relation to the business sector. They will prepare for two external examinations in Year 12 that assess their ability to recall and apply business theory in a range of contexts. In Year 13 students gain hands-on experience and have the opportunity to focus on specific topics such as human resource management, marketing and market research and communication in a business setting.</p> <p>Unit 4 – Customers and Communication 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. 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.</p> <p>Unit 5 - Marketing and Market research 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.</p> <p>Unit 8 - Introduction to Human Resource Management People are the most valuable resource to any organisation or business, and in order to obtain the greatest value from them, they need to be managed and supported. It is the Human Resources (HR) function within a business that has a significant role in ensuring this happens.</p>
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	<p>In this unit students will gain an overview of the HR function within a business and learn about factors affecting human resources planning. They will understand the importance of motivating and training employees to achieve their potential. They will learn how businesses measure employee performance.</p> <p>Students 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. They will also understand the importance of confidentiality for the HR function, as this fosters trust and respect between employee and employer.</p>
Autumn Term	<p>Unit 8 Introduction to Human Resource Management (CW) Unit 5 Marketing and Market Research (Resit Unit 1 and 2 if required)</p>
Spring Term	<p>Unit 5 Marketing and Market Research Unit 4 Customers and Communication</p>
Summer Term	<p>Unit 4 Customers and Communication</p>
How is progress measured?	<p>Students will be given a clear assessment checklist and will be required to meet a demanding schedule for the submission of the coursework. Coursework will be assessed continuously with feedback given to the student about their current grade. All tasks must be completed to the required standard to achieve distinction.</p>
How is the subject externally examined? (KS4 and KS5)	<p>There are two external exams that will be sat in May, Year 12. This will assess their knowledge and understanding in Unit 1 and 2. The rest of the qualification is assessed via the production of a coursework portfolio which is comprised of three units.</p> <p>Paper 1 – The Business Environment - 2 hour written exam – 90 marks Paper 2 – Working in a business – 1hr 30 minutes written exam – 60 marks</p> <p>Unit 4 Customers and Communication Unit 5 Marketing and Market research Unit 8 Introduction to Human Resource Management</p>
Extending Learning at home	<p>Students are expected to complete 4 hours of independent learning each week, in which time they will be given opportunities to produce the coursework necessary to achieve their target grade. This will be set using Microsoft Teams. Each student will also be given a personalised unit checklist to support their learning over time.</p> <p>Resources have been prepared by the department to support the production of coursework assignments.</p>
Support Available	<p>Students have six double lessons a fortnight. With small groups, students are able to address specific misconceptions or concerns with their teachers. Teachers are also more than happy to support students out of lesson time.</p>

<p>Useful web addresses and book resources/revision guides</p>	<p>Files section – Microsoft Teams</p> <p>https://businessed.co.uk/index.php/home/theory/cambtec/cambtec-l3-theory#unit-1-the-business-environment</p> <p>https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/general/my-revision-notes-cambridge-technical-level-3-bu</p> <p>https://ocr.org.uk/qualifications/cambridge-technical/business/#level-3</p>
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Date reviewed: May 2020