



Blue Coat Church of England Academy

Year: 12/13

Subject: Business

Overview

Cambridge Technicals are vocational qualifications at Level 3 for students aged 16+. They're designed with the workplace in mind and provide a high-quality alternative to A Levels.

The Cambridge Technicals in Business have been developed to meet the changing needs of the sector, and prepare students for the challenges they'll face in Higher Education or employment. Students will practically apply their skills and knowledge in preparation for further study or the workplace. Students will learn how a business might evolve. From a small start-up business to a large multinational organisation, your students will consider a range of different business types and gain an understanding of how the choice of business type might affect the objectives that are set. Students will also look at the internal workings of businesses, including their internal structure and how different functional areas work together. Plus, by looking at the external constraints under which a business must operate, students will gain an understanding of the legal, financial and ethical factors that have an impact. Students will also explore ways in which businesses respond to changes in their economic, social and technological environment; and gain an appreciation of the influence different stakeholders can have upon a business.

Units Covered

Unit 1 – The Business Environment - Exam unit

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 students aspire 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.

Unit 2 – Working in Business – Exam Unit

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.

Unit 3 – Business Decisions – Exam Unit

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.

Unit 4 – Customers and Communication - Coursework

In this unit students 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.

Unit 5 – Marketing and Market Research – Coursework

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.