



## Head of Department Mr J White

### Business Studies

**Course:** The Edexcel BTEC Level 2 Award, Certificate and Extended Certificate in Enterprise Skills (QCF)

**Level:** 2

The Edexcel BTEC Level 2 Award, Certificate and Extended Certificate in Enterprise Skills (QCF) have been developed to give learners the opportunity to:

- engage in learning that is relevant to them and which will provide opportunities to develop a range of skills and techniques, personal skills and attributes essential for successful performance in working life
- achieve a nationally recognised level 2 vocationally-related qualification
- progress to employment in a particular vocational sector
- progress to related general and/or vocational qualifications.

Learners of all abilities flourish when they can apply their own knowledge, skills and enthusiasm to a subject. BTEC qualifications make explicit the link between theoretical learning and the world of work by giving learners the opportunity to apply their research, skills and knowledge to work-related contexts and case studies. These applied and practical BTEC approaches give all learners the impetus they need to achieve and the skills they require for workplace or education progression.

## **Business Studies**

**Course:** OCR Cambridge Technical Business Studies

**Level:** 3

The Cambridge TEC in Business has been developed to recognise learners' skills, knowledge and understanding of business functions, environments and operations. Learners carry out a range of tasks that have been designed to recognise their achievements in a modern, practical way that is relevant to the workplace.

Students will complete the following units:

**Unit 1:** The Business Environment

Understanding the different types of business and how they are influenced by the wider environment

**Unit 2:** Business resources

Developing and understanding of managing core resources available to businesses, including human, physical, technological and financial.

**Unit 3:** Introduction to marketing

An introduction to the basics of marketing, focusing on the role of market research and how it contributes to marketing planning and the marketing mix.

**Unit 11:** How the internet is used in the marketing mix and the impact it can have.

**Unit 12:** The complete recruitment process within a business from preparing to advertise, to recruitment and selection, including an insight into the legislation that surrounds it.

**Unit 14:** Understand the role of the events manager in business and the important elements of running a business event.

All units are portfolio assessed and verified by an external moderator.

Students should have at least five GCSE passes, preferably with Maths and English, at grade C or above.

Students who have successfully achieved OCR Nation Certificate Level 2 Business Studies at Pass grade or above would also be suitable.