



Level 3 Cambridge Technical Diploma in Business

Applied Business (Double Award)

AWARDING BODY

OCR

ENTRY REQUIREMENTS

Four GCSEs at level 4-9. Level 3 in English and Maths

What the students say about OCR Cambridge Technical Business

"Business is a good subject because it is fun and the teachers help a lot. You have to make sure you work hard to understand different concepts or business and a broad knowledge of how it functions. This course is for people who like coursework and may not be as confident when it comes to exams. Work hard and enjoy."

A Student

This course is for anyone who enjoys learning about all aspects of business. A mix of coursework and exams makes it easier to cope with A Levels."

A Student

What does the course involve? - In Year 1

1 – The Business Environment - How and why businesses behave as they do; how businesses constantly adapt to changes in their environment

2 - Working in business - Businesses need employees who are multi skilled independent thinkers; develop the skills and understanding needed to work effectively within a business environment

3 – Business decisions – Decision making for daily and long term success; use the skills and learning acquired in the other preceding units
4 – Customers and communication— The importance of the customer and their experience; the purpose, methods and importance of business communication

5– Marketing and market research— the role of market research and how it contributes to marketing decision-making, and the actions a business may take.

What does the course involve? - In Year 2

6 – Marketing Strategy – Consider marketing objectives and the different approaches adopted to achieve them; use business tools to propose a marketing strategy

7 – Marketing Campaign - Creating brand awareness and attracting new customers; develop the skills required to plan for and pitch a marketing campaign

15 - Change management - being able to adapt to change; supporting and managing change

16 – Principles of Project Management – Plan and prepare a project

22 – Delivering a Business Project – Learn and apply the skills to deliver a business project; work as an individual and as part of a team.

Assessment

Students are assessed throughout the course through a 50/50 split of external examinations and coursework.

What is the difference between the single Business award course and this course?

This qualification is a double award so worth two A Level grades. It is awarded the same as all A Levels - A*-E but will show as D*D*, DM, MM, MP etc. The UCAS points are worth the same so students can apply to university if they wish and many do. As the course is worth two A Levels, it takes up two option blocks.

What can I do with a level 3 OCR Cambridge Technical Business Diploma

You can go on to study a Business related or other degree at university and many students choose this route. Other students have started apprenticeships with businesses such as Vauxhall and GKN. You could even set up your own business!

