

OCR Technical Extended Certificate in Business

Course Outline

Overview

An alternative to A level Business the OCR National give students an opportunity to study business through in depth research and apply their knowledge to real business.

Course Structure and Content

Unit 1: The Business Environment (Examination)

In this unit you will develop an understanding of how and why businesses operate in the way they do. You 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. You will learn about the importance of different functions within a business and how they work together. You will understand the legal, financial, ethical and resource constraints under which a business must operate and how these can affect business behaviour.

Unit 4: Communication and Customers

In this unit you will discover that 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. Repeat business is crucial for future revenue and financial certainty. Businesses depend on customer satisfaction and customer loyalty. To build this you need to know who your customers are and what influences their behaviours. In this unit you will learn the purpose, methods and importance of communication in business and the appropriateness of different forms of communication for different situations.

Unit 2: Working in Business

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

In this unit we will look how businesses make decisions. Key decisions could include extending a product range, a business changing direction and targeting a new market, or whether it should expand. You will develop your skills of business decision-making using multiple sources of information and business decisions making tools. You will have the

opportunity to showcase your skills by making a business decision based on evidence and you will be required to justify the decision you make.

Unit 8: Introduction to Human Resource Management

In this unit we will cover how business recruit and manage its most important resource – People. You will understand what the human resource function does. You will understand the importance of motivating and training employees to achieve their potential and be able to assess the effectiveness of training and development.

Assessment

In Year 12 students will be expected to complete

- Unit 1 The Business Environment (external examination)
- Unit 4 Communication and Consumers (internal assessment)

In Year 13 students will be expected to complete

- Unit 2 Working in Business (external examination)
- Unit 3 Business Decisions (external examination)
- Unit 8 Introduction to Human Resources (internal assessment)

Other Information

This course is an OCR Level Technical qualification – equivalent to one A Level and carries the same UCAS Points. It differs from A levels due to the inclusion of coursework elements and being able to sit examinations at different points throughout the course. In some cases, re-sits will also be possible if students wish to improve their grade.

Entry requirements

Students wishing to study this course would be expected to have a good level of achievement in a range of GCSE subjects, including English and Maths. No prior knowledge of business is necessary for students to undertake this course, however, if GCSE Business has been taken, a Grade 4 is required as a minimum. Students who do not meet these entry requirements will be considered on a case-by-case basis.

Progression

This course is particularly applicable to any student to progress to university to study several different business-related areas of employment, such as Accountancy, Advertising, Marketing, Human Resource Management, Public Relations and Retail Management.

The skills and understanding you will develop through this course are critical to the success of any business and are highly valued in the business world so is equally suited to those who will progress on to a higher-level apprenticeship or employment.