



Cambridge National Business Studies

Why study Business Studies?

Business Studies Cambridge Technical is an excellent preparation for students who either wish to pursue a vocational pathway and further their studies at university or for those who aspire to a future career in management. The course will carry the same UCAS weighting as its A-Level equivalent but is an opportunity to be assessed in an alternative to 100% examination. Businesses range from a single self-employed person to multinational organisations, amazingly it is possible to evolve from a small enterprise to a very large business in less than 10 years, e.g. Twitter was created in 2006 and in November 2013 is valued at \$18bn. Technical qualifications in Business develops students' core skills and understanding of the requirements of the business sector. Students gain hands-on experience and have the opportunity to focus on specific topics such as human resources, marketing, accounting and business planning.

What is the course structure?

The qualification will consist of two examination papers sat in January and May of Year 12 and three coursework units completed in year 13. The qualification takes a holistic approach to the subject, considering the interrelated nature of business through the use of a variety of business models, theories and techniques. In addition to this the course explores real businesses and prepares students to working in business industry.

Year 1 Units:

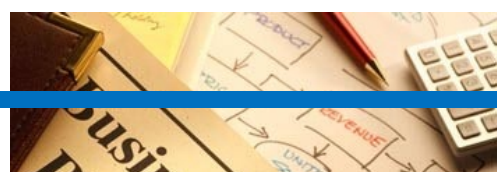
Unit 1- The business environment
Unit 2- Working in business

Year 2 Units:

Unit 4 Customers and Communication
Unit 5 Marketing and Market Research
Unit 16 Principles of project management

Which activities will I be engaged in during the course?

The aim of the course is for you to become fluent in analysing business performance and applying key principles in reaching creative solutions to business problems. You will be required to complete 3 project-based assignments which will count towards your final grade. There will be opportunities to meet people from a range of organisations to explore their roles and thinking, also first-hand links to businesses will be encouraged including the possibility of out of term placements.



How can I prepare for the course?

Read, listen to and watch business news stories. Discuss these with friends and family. Explore any potential links you may have e.g. through work experience, in order to see if you could spend time in any public or private sector organisations once the GCSE examinations are finished. Research the Young Enterprise secondary programmes to consider what the possibilities are for the Sixth Form Enrichment offer.

Beneficial websites:

Cambridge Technical OCR

BBC news/ business

Young Enterprise

Further information: S Hobbs