

# Business Level 3 CTEC

## Why study this course?

The Extended Certificate is for students who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in business related subjects. It is designed to be taken as part of a programme of study that includes other appropriate qualifications.

## What will I learn?

OCR Business requires applied learning that brings together knowledge and understanding with practical and technical skills. This is achieved through learners performing vocational tasks that encourage the development of appropriate work related behaviours and transferable skills. Transferable skills include communication, teamwork, research and analysis, which are valued in both higher education and the workplace.

### Unit 1: Exploring Business

In this introductory unit you will study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

### 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.

### Unit 4: Customers and Communication

In this unit you will learn the purpose, methods and importance of communication in business and the appropriateness of different forms of communication for a range of situations. You will develop the skills that will help you create a rapport with customers and have the opportunity to practise and develop your business communication skills.

### Unit 5: Marketing and Market Research

In this unit you will learn how marketing plays a vital role in ensuring the business sells the right products, at the right price, in the right place, using the most suitable promotion methods. You 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.

### Unit 8: Introduction to Human Resources

In this unit, you will gain an overview of the HR function and learn about factors affecting human resources planning. 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. You will learn how to measure employee performance.

## What could this qualification lead to?

The qualification carries UCAS points and is recognised by higher education providers as contributing to meeting admission requirements for many courses if taken alongside other qualifications as part of a two year programme of learning. It will support entry to many higher education courses. The qualification can also support progression to employment directly, or via an Apprenticeship.

## Entry Requirements

- 5 GCSEs at Level 4/5 or above including English

