

**Subject Teacher** Mrs F Harb

**Subject Area:** Year 12

CTECH Level 3 Extended Certificate in Business

	<b>Topic and key aspects of study</b>	<b>Unit breakdown</b>	<b>What to research at home/ recommended websites and reading list</b>
<b>Autumn Term 1</b>	<p>Unit 1: The Business Environment</p> <p>Externally assessed</p> <p>Exam: January 2021</p>	<p>Businesses operate in an environment which is dynamic, competitive, uncertain and frequently hostile. They need to constantly adapt to changes in their internal and external environments in order to be successful.</p> <p>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. You will explore ways in which businesses respond to changes in their economic, social and technological environment, and the</p>	<p><b>Textbook:</b>  <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business</a></p> <p><b>Revision guide:</b>  <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/general/my-revision-notes-cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/general/my-revision-notes-cambridge-technical-level-3-business</a></p> <p><b>Unit outline:</b>  <a href="https://www.ocr.org.uk/Images/294523-the-business-environment.pdf">https://www.ocr.org.uk/Images/294523-the-business-environment.pdf</a></p>

		necessity for a business to plan. You will appreciate the influence different stakeholders can have on a business, and you will learn how to assess business performance.	
<b>Autumn Term 2</b>	<p>Unit 1: The Business Environment</p> <p>Externally assessed</p> <p>Exam: January 2021</p>		<p><b>Textbook:</b>  <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business</a></p> <p><b>Revision guide:</b>  <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/general/my-revision-notes-cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/general/my-revision-notes-cambridge-technical-level-3-business</a></p> <p><b>Unit outline:</b>  <a href="https://www.ocr.org.uk/Images/294523-the-business-environment.pdf">https://www.ocr.org.uk/Images/294523-the-business-environment.pdf</a></p>
<b>Spring Term 1</b>	<p>Unit 2: Working in Business</p> <p>Externally assessed</p> <p>Exam: May 2021</p>	<p>Businesses today need employees, managers and entrepreneurs who are multi-skilled, independent thinkers. When working in business you will have to work in accordance with organisational protocols, be able to prioritise work and communicate effectively with others in a meaningful way.</p> <p>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,</p>	<p><b>Textbook:</b>  <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business</a></p> <p><b>Revision guide:</b>  <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/general/my-revision-notes-cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/general/my-revision-notes-cambridge-technical-level-3-business</a></p> <p><b>Unit outline:</b>  <a href="https://www.ocr.org.uk/Images/294526-working-in-business.pdf">https://www.ocr.org.uk/Images/294526-working-in-business.pdf</a></p>

		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.	
<b>Spring Term 2</b>	Unit 2: Working in Business Externally assessed  Exam: May 2021		<p><b>Textbook:</b> <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business</a></p> <p><b>Revision guide:</b> <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/general/my-revision-notes-cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/general/my-revision-notes-cambridge-technical-level-3-business</a></p> <p><b>Unit outline:</b> <a href="https://www.ocr.org.uk/Images/294526-working-in-business.pdf">https://www.ocr.org.uk/Images/294526-working-in-business.pdf</a></p>
<b>Summer Term 1</b>	Unit 4: Customers & communication Internally assessed	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.	<p><b>Textbook:</b> <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business</a></p> <p><b>Unit outline:</b> <a href="https://www.ocr.org.uk/Images/294550-customers-and-communication.pdf">https://www.ocr.org.uk/Images/294550-customers-and-communication.pdf</a></p>

	<p>To build this you need to know who your customers are and what influences their behaviours.</p> <p>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. 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.</p> <p>You will also learn about the legal constraints, ethical and security issues that affect how businesses store, share and use information.</p>	
<p><b>Summer Term 2</b></p>	<p>Unit 4: Customers &amp; communication Internally assessed</p>	<p><b>Textbook:</b> <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business</a></p> <p><b>Unit outline:</b> <a href="https://www.ocr.org.uk/Images/294550-customers-and-communication.pdf">https://www.ocr.org.uk/Images/294550-customers-and-communication.pdf</a></p>

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	<b>Topic and key aspects of study</b>	<b>Unit breakdown</b>	<b>What to research at home/ recommended websites and reading list</b>
<b>Autumn Term 1</b>	<p>Unit 5: Marketing &amp; market research</p> <p>Internally assessed</p>	<p>Marketing is the function that makes sure a business sells the right products, at the right price, in the right place, using the most suitable promotion methods. Successful marketing is essential if a business is to survive in a very competitive business world.</p> <p>The unit has particular emphasis on the role of market research and how it contributes to marketing decision-making, and the actions a business may take. Market research is the process by which organisations obtain the information they require.</p> <p>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. You will develop an understanding of the importance of selecting appropriate market research</p>	<p><b>Textbook:</b>  <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business</a></p> <p><b>Unit outline:</b>  <a href="https://www.ocr.org.uk/Images/505664-marketing-and-market-research.pdf">https://www.ocr.org.uk/Images/505664-marketing-and-market-research.pdf</a></p>

		methods for market research proposals and you will be able to carry out market research, analyse the market research findings and present the findings.	
<b>Autumn Term 2</b>	Unit 5: Marketing & market research Internally assessed		<p><b>Textbook:</b> <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business</a></p> <p><b>Unit outline:</b> <a href="https://www.ocr.org.uk/Images/505664-marketing-and-market-research.pdf">https://www.ocr.org.uk/Images/505664-marketing-and-market-research.pdf</a></p>
<b>Spring Term 1</b>	Unit 8: Introduction to human resources Internally assessed	<p>People are the most valuable resource to any organisation or business and in order to obtain the greatest value from them, they need to be managed and supported. It is the human resources (HR) function in a business that has a significant role in ensuring this happens. The human resources function will work with other key functions to ensure the success of the business.</p> <p>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. You will</p>	<p><b>Textbook:</b> <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business</a></p> <p><b>Unit outline:</b> <a href="https://www.ocr.org.uk/Images/294558-introduction-to-human-resources.pdf">https://www.ocr.org.uk/Images/294558-introduction-to-human-resources.pdf</a></p>

		also understand how and why confidentiality is important for the HR function	
<b>Spring Term 2</b>	Unit 8: Introduction to human resources Internally assessed		<p><b>Textbook:</b>  <a href="https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business">https://www.hoddereducation.co.uk/subjects/business-and-accounting/products/level-3/cambridge-technical-level-3-business</a></p> <p><b>Unit outline:</b>  <a href="https://www.ocr.org.uk/Images/294558-introduction-to-human-resources.pdf">https://www.ocr.org.uk/Images/294558-introduction-to-human-resources.pdf</a></p>
<b>Summer Term 1</b>			
<b>Summer Term 2</b>			

