

## **OCR LEVEL 3 CAMBRIDGE TECHNICAL EXTENDED CERTIFICATE IN BUSINESS (05835)**

### **1. Qualification overview –**

This qualification is for learners who want to study Business. It will provide learners with the opportunity through applied learning to develop the core specialist knowledge, skills and understanding required in the business sector.

This qualification will provide learners with the skills, knowledge and understanding to progress into Higher Education on a business related programme such as Business, Business Management, Marketing, Business and Finance, Business and Economics and Accounting.

360 GLH – equivalent to one A level.

5 Units – 3 mandatory and 2 optional

Unit 1 – 120 GLH, externally examined. (mandatory)

Unit 2 – 60 GLH, externally examined. (mandatory)

Unit 4 – 60 GLH, internally assessed and moderated by OCR. (mandatory)

Unit 20 – 60 GLH, internally assessed and moderated by OCR. (optional)

Unit 21 – 60 GLH, internally assessed and moderated by OCR. (optional)

### **2. What does the qualification cover?**

Learners will take five units over the two years, which will be made up of three mandatory units and two optional units.

The mandatory externally assessed unit 1, The Business Environment will be covered in Year 12 along with another mandatory unit, though this one is internally assessed unit 4, Customers and Communication. These two units require 180 GLH which is half of the extended certificate course. This also provides the necessary criteria to complete the AS qualification the Cambridge Technical Certificate (05834) at the end of Year 12.

The Business Environment, unit 1, will give learners an understanding of the wider contexts in which businesses operate and their functions and interdependencies. The unit will allow learners to appreciate how legal, financial, ethical and resource constraints can affect business behaviour and the influence different stakeholders can have on how business respond.

The Working in Business , unit 2, will give learners an understanding of the critical skills needed when working in business, such as organisation, prioritisation and effective communication. The unit will allow them to learn how to use different business documents and about organisational protocols that most businesses would expect employees to follow.

The Customers and Communications, Unit 4, allows learners to appreciate how vital customers are to the success of a business. It will give learners an understanding of how important it is to businesses to know their customers and what influences customer behaviour. Learners will understand how to communicate to customers.

The final two optional units to be completed in Year 13 with Unit 2 will be Unit 20 Business Events and Unit 21 Being Entrepreneurial – evaluating viable opportunities. In both these units learners will be given an understanding of how to organise events, liaising with many outside agencies and how to recognise strong business opportunities and learn how to go creating their own enterprise activity.

### 3. Qualification Timetable

YEAR 12			
Unit & GLH	Unit Title	Assessment Method	Assessment Date
Unit 1 - 120	The Business Environment	Exam	June
Unit 4 – 60	Customers and Communication	Internally Assessed (course work)	January
YEAR 13			
Unit & GLH	Unit Title	Assessment Method	Assessment Date
Unit 2 - 60	Working in Business	Exam	January
Unit 20 - 60	Business Events	Internally Assessed (course work)	November
Unit 21 - 60	Being Entrepreneurial	Internally Assessed (course work)	June

#### TRANSITION TASK

- a) Please provide an explanation, written as a formal report, for the terms below and include actual businesses, where possible, to explain your point. Explain what impact, if any, the recent referendum result has had on each of these, again including real examples to justify your point.

Primary Industry	
Secondary Industry	
Tertiary Industry	
Public Sector	
Private Sector	
Third Sector	
Private Limited Company	
Public Limited Company	
Providing a Service	
Providing a Product	

- b) Good customer service is integral for a business to succeed. Each customer utilising a service or buying a product has certain expectations. If they are met or exceeded then that

customer will return and possibly recommend that business to other potential customers. Conversely, should the experience fail to meet expectations then that customer is less likely to return and possibly more likely to post negative feedback wherever possible, discouraging potential customers from using that business.

Write an account of where you have used a service or bought a product and experienced good and bad customer service. Explain what your basic expectations were and explain how the business exceeded those expectations and then write about an example where a business failed to meet those expectations. Provide an account of what followed after your experience, did you send an email, or provide feedback on various social networks or simply recommended the business to friends and family or discourage them from using the business, if your experience was bad.

If you cannot think about such an occasion, where you have experienced really good or really bad customer service, then speak to parents or guardians as I am sure they would have a tale to tell. If not then think of the many interactions you have with businesses, such as catching a bus or buying a can of coke from a shop to upgrading your mobile phone and explain what customer service was provided and did it meet you expectations.

Once finished provide a conclusion explaining the impact of good or bad customer service on a business.