

# Cambridge Technicals Business Level 3

## Why study business?

The Cambridge Technicals course gives students the opportunity not only to learn about the world of business, but also to apply their knowledge to real life business situations. It covers practical topics such as how to conduct market research, plan projects and communicate effectively with customers.

The course can be taken either as a 5 unit Extended Certificate (equivalent to 1 A-Level) or a 10 unit Diploma (equivalent to 2 A-Levels). The qualifications are graded using Pass, Merit, Distinction and Distinction\* (Distinction\* is the equivalent of an A\* at A-Level).

## What are the benefits of studying the course?

At least **half** of the assessment on this course is conducted through coursework.

*If you are better at coursework and prefer a practical style of study, then this is the course for you!*

You will be asked to use a variety of different methods to present your coursework, such as reports, booklets, fact sheets, discussions, video analysis and presentations. A variety of visiting speakers will enable you to see how the subject works in real life.

As well as gaining subject knowledge of business, you will also develop a range of transferrable skills in research, analysis of information, communication and team work.

## What can I do with the qualification?

The Business qualification opens up numerous career pathways. Many of our students go on to higher education programmes in a variety of UK universities studying subjects such as Business Management, Marketing and Event Management.

The qualification is also held in high esteem by local employers. Some students have gone on to start up their own businesses.

## What do I study on the course?

**The Business Environment** – Understand the different types of businesses that exist and how they can be affected by the wider environment, the key functional areas of business (marketing, human resources, finance and operations), the stakeholders involved in businesses and why businesses plan.

**Marketing and Market Research** - Develop an understanding of the market research methods used to inform marketing decision-making. How do firms decide on the right product, price, place and promotion?

Diploma students will also study:

**Working In Business** – Develop 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.

**Customers and Communication** – Develop an understanding of customers, the influences on their behaviour and the importance of communication.

**Project Management** - You will learn how to plan a project, taking into consideration the internal and external factors that may have an impact on the process, and developing an understanding of the skills required by a project manager.

**In Year 2** Extended Certificate students will complete the following units: Working in Business, Customers and Communication and Project Management. Diploma students will complete the following units: Business Decisions, Marketing Strategy, Marketing Campaign, Change Management and Delivering a business project

## For further information please contact:

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