

Subject: Business – KS5

Head of department/faculty: Andy King

Qualification: OCR Technicals in Business	Exam board: OCR	Exam/NEA split: 50% exam/50% coursework
<p>The qualification comprises of the following mandatory units:</p> <ul style="list-style-type: none">• Unit 1: The business environment• Unit 2: Working in business• Unit 4: Customers and communication <p>And the following optional units:</p> <ul style="list-style-type: none">• Unit 5: Marketing and market research• Unit 8: Introduction to human resources		
<p>Summary: This is a 2 year qualification which is equivalent to 1 A-Level and comprises of 3 mandatory units and 2 optional units.</p> <p>Unit 1 is an externally assessed exam, which is sat in the January of Y12. In this unit you will develop an understanding of how and why businesses operate in the way they do.</p> <p>Topics include:</p> <ul style="list-style-type: none">• Understand different types of businesses and their objectives• Understand how the functional areas of businesses work together to support the activities of businesses• Understand the effect of different organisational structures on how businesses operate• Be able to use financial information to check the financial health of businesses• Understand the relationship between businesses and stakeholders• Understand the external influences and constraints on businesses and how businesses could respond• Understand why businesses plan <p>Unit 2 is another externally assessed exam, which is sat in the January of Y13. In this unit you will develop an understanding of what skills and characteristics are required to work effectively within a business.</p> <p>Topics include:</p> <ul style="list-style-type: none">• Understand protocols to be followed when working in business• Understand factors that influence the arrangement of business meetings• Be able to use business documents• Be able to prioritise business tasks• Understand how to communicate effectively with stakeholders <p>Unit 4 is assessed by completing a set assignment. You will learn the purpose, methods and importance of communication in business and the appropriateness of different forms of communication for different situations. To further the development of this you will develop verbal communication skills to support in building rapport with customers and communicate effectively within a business.</p> <p>Topics include:</p> <ul style="list-style-type: none">• Understand who customers are and their importance to businesses• Understand how to communicate with customers• Be able to establish a rapport with customers through non-verbal and verbal communication skills• Be able to convey messages for business purposes• Know the constraints and issues which affect the sharing, storing and use of information for business communications		

Unit 5 is assessed by completing a set assignment. Throughout this unit you will develop an understanding of the marketing function and its responsibilities within a business. You will also learn the importance of market research and selecting the correct market research methods as you conduct, collate and review your own market research findings.

Topics include:

- Understand the role of marketing in businesses
- Know the constraints on marketing
- Be able to carry out market research for business opportunities
- Be able to validate and present market research findings

Unit 8 is assessed by completing a set assignment. In this unit you will develop an understanding of the human resources function to gain knowledge over what is required by this function to effectively manage a workforce. You will also learn the importance of motivating employees and the skills to do this to effectively assess and improve the training and development within a business.

Topics include:

- Know the factors that are involved in human resources planning
- Be able to assess the effectiveness of training and development
- Understand how and why businesses motivate employees
- Understand the importance of monitoring and managing employee performance at work
- Understand the importance of confidentiality within the human resources function