



## Business

### What will I study? - In Year 1

1 – The Business Environment - How and why businesses behave as they do; how businesses constantly adapt to changes in their environment

2 - Working in business - Businesses need employees who are multi skilled independent thinkers; develop the skills and understanding needed to work effectively within a business environment

3 – Business decisions – Decision making for daily and long term success; use the skills and learning acquired in the other preceding units

4 – Customers and communication— The importance of the customer and their experience; the purpose, methods and importance of business communication

5– Marketing and market research— the role of market research and how it contributes to marketing decision-making, and the actions a business may take.

### What will I study? - In Year 2

6 – Marketing Strategy – Consider marketing objectives and the different approaches adopted to achieve them; use business tools to propose a marketing strategy

7 – Marketing Campaign - Creating brand awareness and attracting new customers; develop the skills required to plan for and pitch a marketing campaign

15 - Change management - being able to adapt to change; supporting and managing change

16 – Principles of Project Management – Plan and prepare a project

22 – Delivering a Business Project – Learn and apply the skills to deliver a business project; work as an individual and as part of a team.

### Why should I come to Cardinal Newman Sixth Form to Study CAM TECH Business?

It allows you to gain real life work experience which gives you confidence and a competitive edge in the job market. You will develop many skills such as presentation, problem solving, researching, independent study, referencing and time management all of which will give you a head start for both university and work.

### What is the difference between the single Business award course and this course?

This qualification is a double award so worth two A Level grades. It is awarded the same as all A Levels - A\*-E but will show as D\*D\*, DM, MM, MP etc. The UCAS points are worth the same so students can apply to university if they wish and many do. As the course is worth two A Levels, it takes up two option blocks. One of the main differences is the course consists of 50% coursework and 50% external exams.

### What can I do after studying CAM TECH Business?

You can go on to study a Business related or other degree at university and many students choose this route. Other students have started apprenticeships with businesses such as Vauxhall and GKN. You could even set up your own business!



#### AWARDING BODY

OCR

#### What the students say about

#### Cambridge Technical in Business

“Studying Business is a great thing to do if you have aspirations of one-day becoming self-employed or gain a management position’ RU

CAM TECH Business is beneficial for anyone who enjoys learning about all aspects of business... There is a good mix of exams and coursework, which means there is slightly less pressure. SG

CAM TECH Business is relatable to other subjects such as Finance. It is applicable to everyday life, and makes you think outside the box. RP