

Vocational Business Studies – Double



Exam Board

OCR

Qualification

Level 3 Cambridge Technicals in Business (Double award)

Entry Requirements

Grade 4 in English and Maths (No requirement for Business at GCSE level)

Content (Outline of Course)

Over the 2-year programme, students will specialise in Marketing and will secure the equivalent of two A2 qualifications.

Diploma in Business and Marketing (Equivalent to 2 A-Levels)

In order to develop this pathway, the exam board has drawn upon the expertise of organisations such as Alton Towers and BT, to make sure students develop the skills required by those wishing to work in this dynamic area. By integrating both traditional and new, marketing techniques and media, this pathway highlights the importance of market research in creating a marketing strategy that can be delivered through co-ordinated, multi-channel marketing campaigns.

The course is made up of 10 units that covers the fundamentals of Business but also a more in-depth and practical investigation of the marketing function. There are a variety of units and approaches to learning that make this course very interesting and relevant to life in today's society.

Assessment

Students are expected to build portfolios of evidence for 6 of the 10 units studied as well as prepare for 4 external exams (entitled to 2 re-sit's if required). The portfolio units are internally assessed and externally moderated. The assessment of units can take place at a time that is appropriate for students and the school (i.e. a student can present a unit for assessment as required).

Students will be awarded the following grades if successful:

Pass/Pass – equivalent to grade E/E at A-level

Merit/Pass – equivalent to grade C/E at A-level

Merit/Merit – equivalent to grade C/C at A-level

Distinction/Merit - equivalent to grade A/C at A-level

Distinction/Distinction – equivalent to grade A/A at A-level

Distinction*/Distinction – equivalent to grade A*/A at A-level

Distinction*/Distinction* – equivalent to grade A*/A* at A-level

Careers Guidance

Business Studies is one of the most popular subject areas offered by most exam boards. Businesses are the heart of the economy. They develop innovation, create wealth within communities and lead the way in enhancing the skills of the UK workforce. This pathway will allow students to progress onto degree programmes such as Marketing or Business and Marketing. It will also allow students to choose a non-related degree programme too. It also prepares students to take up employment in business where they could be employed in roles such as Marketing Administrator, Market Research Analyst, Digital Marketing Assistant or Public Relations Officer